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**MARKET POTENTIAL AND
FAIR RENTAL STUDY
PROPOSED
OAKLAND - ALAMEDA COUNTY
COLISEUM COMPLEX
OAKLAND, CALIFORNIA**

**PREPARED FOR:
BOARD OF SUPERVISORS
ALAMEDA COUNTY, CALIFORNIA
AUGUST 1963**

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REAL ESTATE RESEARCH CORPORATION

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APPRAISERS
CONSULTANTS

MARKET ANALYSTS

PLANNING ECONOMISTS

LOCATION AND INVESTMENT SPECIALISTS

PUBLISHERS OF THE NATIONAL MARKET LETTER

315 MONTGOMERY STREET • YUKON 1-5930

San Francisco 4

PAUL FULLERTON, M.A.I.
VICE PRESIDENT

August 6, 1963

Board of Supervisors
County of Alameda
Courthouse
1225 Fallon Street
Oakland 12, California

Attention: Mr. Kent D. Pursel, Chairman

Gentlemen:

In accordance with the terms of the contract between Alameda County and Real Estate Research Corporation, we have completed a market demand study and rental analysis of the proposed Oakland-Alameda County Coliseum Complex. This report represents our answers to the various problems posed and the information and analysis supporting our conclusions. The conclusions which are summarized in Chapter VII of the report are briefly as follows:

1. Assuming the advent of major league baseball and professional ice hockey, the facility can be expected to experience a gross income of \$1,197,575 and an operating expense of \$560,000 in an average year of operation, an indicated excess of \$637,575. With allowance for real property insurance, income should exceed expenses by approximately \$590,000 in an average year.
2. The fair market value of the site in its present condition as of this date is \$1,100,000.
3. The fair rental of the proposed facility under the terms of the various agreements between the City and County and Coliseum, Inc. is not less than \$1,500,000.

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REAL ESTATE RESEARCH CORPORATION

Page 2

Board of Supervisors - August 6, 1963

We have enjoyed exceptional cooperation in this research effort. Addendum A lists many of those persons and organizations who have supplied information to us. We wish to express appreciation for the assistance received from each of these sources and, in particular, the various departments of your County government and the City of Oakland.

We are pleased to have had the opportunity of handling this assignment for Alameda County and grateful for the expression of confidence indicated by this association. We trust that you will find the information you require in this report. Should you wish amplification please contact me.

Sincerely yours,

REAL ESTATE RESEARCH CORPORATION

Paul Fullerton, M.A.I.

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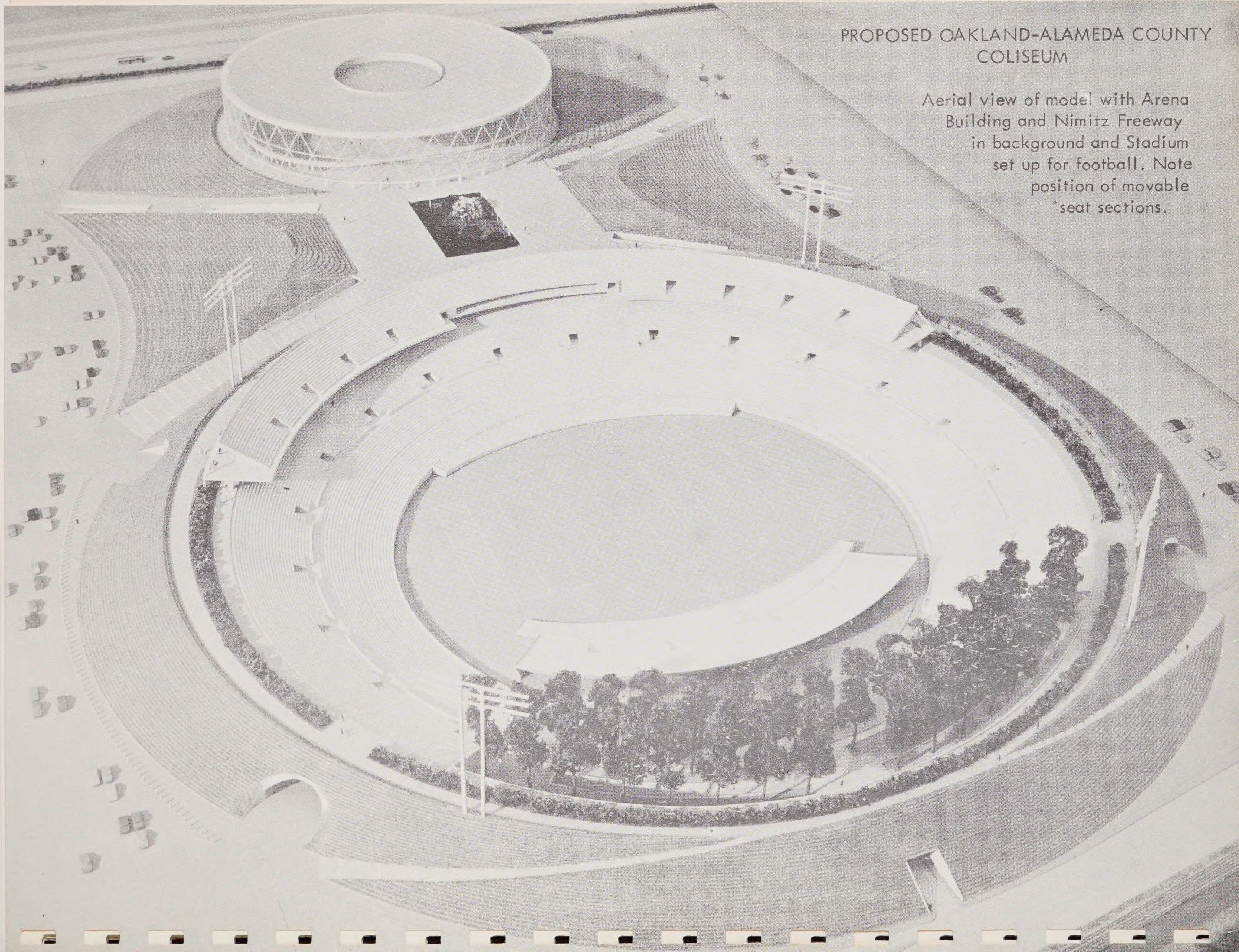
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PROPOSED OAKLAND-ALAMEDA COUNTY
COLISEUM

Aerial view of model with Arena
Building and Nimitz Freeway
in background and Stadium
set up for football. Note
position of movable
seat sections.



I. INTRODUCTION

Nature of the Assignment

In accordance with the language of the contract between the County of Alameda, California and Real Estate Research Corporation our assignment in this instance is:

"to compile the necessary information, perform the necessary work, and file with the County its expert opinion, substantiated by a documented report, as to whether in its expert opinion, the annual rental of One Million Five Hundred Thousand Dollars (\$1,500,000) to be paid by the City and the County, pursuant to the terms of the aforesaid Sublease, is a fair and reasonable rental for the right of tenancy under said Sublease, . . .

(Real Estate Research Corporation) agrees to make such market and economic studies as may be necessary in its opinion to substantiate the determination Appraiser is required to make pursuant to this Agreement, including consideration of over-all demand and need and the power of attraction of such facilities located in Oakland."

A license plate survey was conducted of automobiles parked in the Cowditch Park parking field during two games in order to determine the place of residence of spectators attending the games on those selected days.

The information collected from these various sources was filed and analyzed in order to translate the composite of experience into a reasonable pattern applicable to the proposed Coliseum Complex. The information thus digested formed the basis for our opinion as to the operating program most reasonably expectable of the proposed Complex, allowing for a reasonable period to obtain normal utilization of each of the three facilities included. The culmination of this phase of our report is a hypothetical income and expense statement of the Complex in its third year of operation and thereafter.

The second major phase of the report deals with the appraisal of the subject site as it now exists. This appraisal is essential to the determination of the fair market rental for the completed project.

The third and final phase of the assignment is the analysis of the completed project to determine its fair market rental. The methodology of this phase is presented in detail in that section of the report.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

B. Methodology

In the first phase of research and analysis, the various possible sources of demand for the three sections of the Complex, the Stadium, Arena and Exhibition Hall were explored.

In conducting this study, the research team interviewed officials of coliseums, stadiums, and arenas throughout the Bay Area and the nation to gather financial data on operations, investigate the types and frequency of various events held in the facilities, determine attendance records for these events and examine successful facilities and events. Recently completed facilities throughout the country were examined for design and cost data. We held discussions with agents, promoters, athletic league and team officials and representatives of potential user groups to learn their respective interest in Oakland, in Alameda County, and in the proposed Coliseum Complex.

Field Research Corporation was retained by Real Estate Research Corporation to interview a segment of the general population in surrounding communities. The results of those interviews contributed substantially to our study of the entertainment preferences of the residents of certain Bay Region sectors. These preferences determine event-attendance experience and the probabilities of attendance at various sports and other recreational and public events which might be held at the proposed facility.

A license plate survey was conducted of automobiles parked in the Candlestick Park parking field during two games in order to determine the place of residence of spectators attending the game on these selected days.

The information collected from these various sources was sifted and analyzed in order to translate the composite of experience into a reasonable pattern applicable to the proposed Coliseum Complex. The information thus digested formed the basis for our opinion as to the operating program most reasonably expectable at the proposed Complex, allowing for a reasonable period to obtain normal utilization of each of the three facilities included. The culmination of this phase of our report is a hypothetical income and expense statement of the Complex in its third year of operation and thereafter.

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Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

C. Summary of Proposed Agreements

SUMMARY, PROPOSED AGREEMENT BETWEEN
OAKLAND-ALAMEDA COUNTY COLISEUM, INC.
AND
CITY OF OAKLAND AND COUNTY OF ALAMEDA

For purposes of greater clarity and understanding, we are presenting this summary of the proposed agreement and related documents which combine to establish a working arrangement between the governmental entities and the corporation involved.

Agreement - Formal Description

Parties: City of Oakland and County of Alameda, First Parties.
Oakland-Alameda County Coliseum, Inc., Second Party.

Exhibits: A. Description of Coliseum Site
B. Performance Bond
C. Labor and Material Bond
D. Plans and Specifications
E. Ground Lease

Exhibits

A. Description of the Demised Premises
B. City-County Sublease
C. Operating Agreement
F. City-County Sublease
Exhibits
A. Description of Demised Premises
B. Operating Agreement
G. Operating Agreement

An opinion as to the form, content, phraseology, adequacy, or the legality of the documents is beyond the scope of Real Estate Research Corporation's responsibilities, but we feel it necessary to clarify in summary the general intent of the parties, as reflected in the instruments.

Oakland-Alameda County Coliseum, Inc. (Coliseum, Inc.) is a non-profit corporation and has agreed to construct a Coliseum complex on land it intends to acquire at its own cost and expense. On or after September 1, 1963, but not later than one year from the date the agreements are executed:

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

- a. The land, to be later improved by the buildings, will be deeded to the City and the County at the cost to Coliseum, Inc., but in no event at more than \$1,000,000.
- b. At the same time, Coliseum, Inc. will deposit, in trust, \$25 million to be applied to the costs and expenses of construction of the Coliseum Complex, including the cost of acquiring the site.

If financing arrangements have not been completed within one year from the date of execution of the agreements, either party may terminate.

The City and the County will be paying Coliseum, Inc. :

\$1,000,000	For cost of land (maximum)
250,000	In consideration of the agreement
1,250,000	For final plans and specifications
<u>\$2,500,000</u>	Total

Construction will commence within 18 months after the agreement is executed and will be subject to competitive bidding. The facilities will be completed not later than January 1, 1970.

The intent of the agreement is that Coliseum, Inc. sponsor and run the facilities in behalf of the City and the County, who will be its legal owners.

Under the GROUND LEASE, Coliseum, Inc. is leasing the entire project from the City and the County, its owners, for a 50 year term. There is no rental obligation.

Under the CITY-COUNTY SUBLEASE, Coliseum, Inc. is subleasing the facilities to the City and the County for 45 years at an annual rental of \$1.5 million. The rental will be used by Coliseum, Inc. for the payment of the indebtedness incurred to finance the cost of construction of the Coliseum Complex. In addition to the \$1.5 million annual rental, the City and the County are liable for all the operational expenses of the Coliseum, although this is limited to the gross receipts. The City and the County are not guaranteeing the operational expenses of the Coliseum with General Funds.

Under the OPERATING AGREEMENT, actual responsibility for the operation of the Coliseum will be in the hands of the non-profit corporation, Coliseum, Inc., for 50 years. They will pay 100 per cent of the net operating income,

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

if any, to the City and the County. Obviously, every dollar of net operating profit turned over to the City and the County reduces their costs under the \$1.5 million annual rental program of the SUBLEASE. If the Coliseum net annual income exceeds \$1.5 million, the City and the County make a profit. The City and the County, as owners of the project, will establish the rates and charges for the use of the facilities.

The costs of operation and maintenance will be paid from gross receipts. Accordingly, gross income will be allocated on a system of priority to:

1. Operation and Maintenance Fund to pay all expenses due and payable within 30 days.
2. Operating Reserve Fund to pay all expenses budgeted for a twelve (12) month period even though those expenses are not yet due and payable.
3. Net Revenue Fund - All of the excess of gross revenue less (1) and (2) above is paid equally to the City and the County.

If the Operation and Maintenance Fund and the Operating Reserve Fund are depleted, Coliseum, Inc. may, at its option, advance funds to the Operating Reserve Fund. If these advances exceed \$250,000, Coliseum, Inc. may, at its option, terminate the Operating Agreement without affecting the Ground Lease or the City-County Sublease.

II SITE AND FACILITIES

A. Introduction

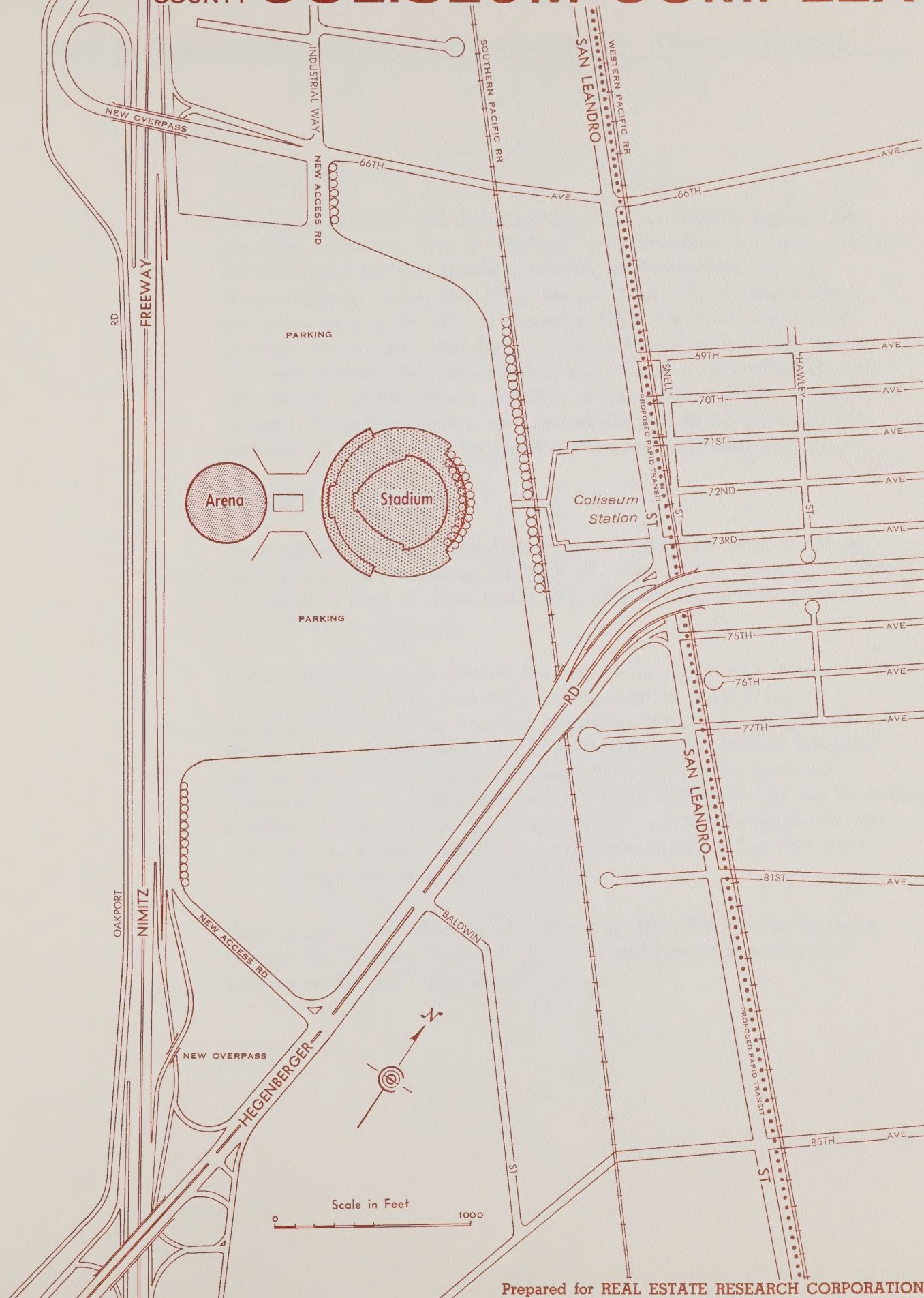
This chapter of the report is an inventory, description and analysis of those factors about the site and the proposed facilities which may have an impact on the operations of the Coliseum Complex.

A site is more than a plot of land. It is part of a neighborhood and to a large extent takes on the character of that neighborhood. Public facilities, road networks, other tenancies in the area, and a host of influences may work to attract or repel patronage at the Coliseum. The buildings themselves, catering both to lessee-users and to the public at the box office may or may not have equipment or conveniences necessary to warrant continued usage. We have looked at a multitude of factors bearing on this matter and will review them in detail in this chapter.

In 1961, at the direction of Coliseum, Inc., the non-profit corporation sponsoring the Coliseum Complex, preliminary plans and specifications were prepared by Skidmore, Owings and Merrill, Architects. We have inspected these drawings and the architects' Oakland-Alameda County Coliseum Planning and Economic Study, dated February 1962. We are aware that changes may be made in the final plans and specifications in the interest of keeping total construction costs within the agreed figures. This analysis is predicated only on the plans and specifications previously submitted to the City and the County.

proposed
OAKLAND-ALAMEDA
COUNTY

COLISEUM COMPLEX



Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

B. The Site

1. Identification

The site selected for the Coliseum Complex is a roughly square 114 acre plot within the City of Oakland, approximately 3.5 miles southeast of the Central Business District, fronting on the Nimitz Freeway (State Highway 17) north of Hegenberger Road. San Leandro Street, one block east of the site, is separated from it by the tracks of the Southern Pacific Railroad; 66th Avenue is immediately to the north. The Metropolitan Oakland International Airport is approximately one mile distant, at the western terminus of Hegenberger Road. A detailed analysis of the topography, soil, easements and other technical data pertinent to the site will be found in the Land Appraisal chapter.

2. Vehicle Access Network

The proposed location is encircled by an existing network of streets and highways to provide access from all points of the compass. Planned expansion of some of these routes will substantially facilitate travel to and from the site.

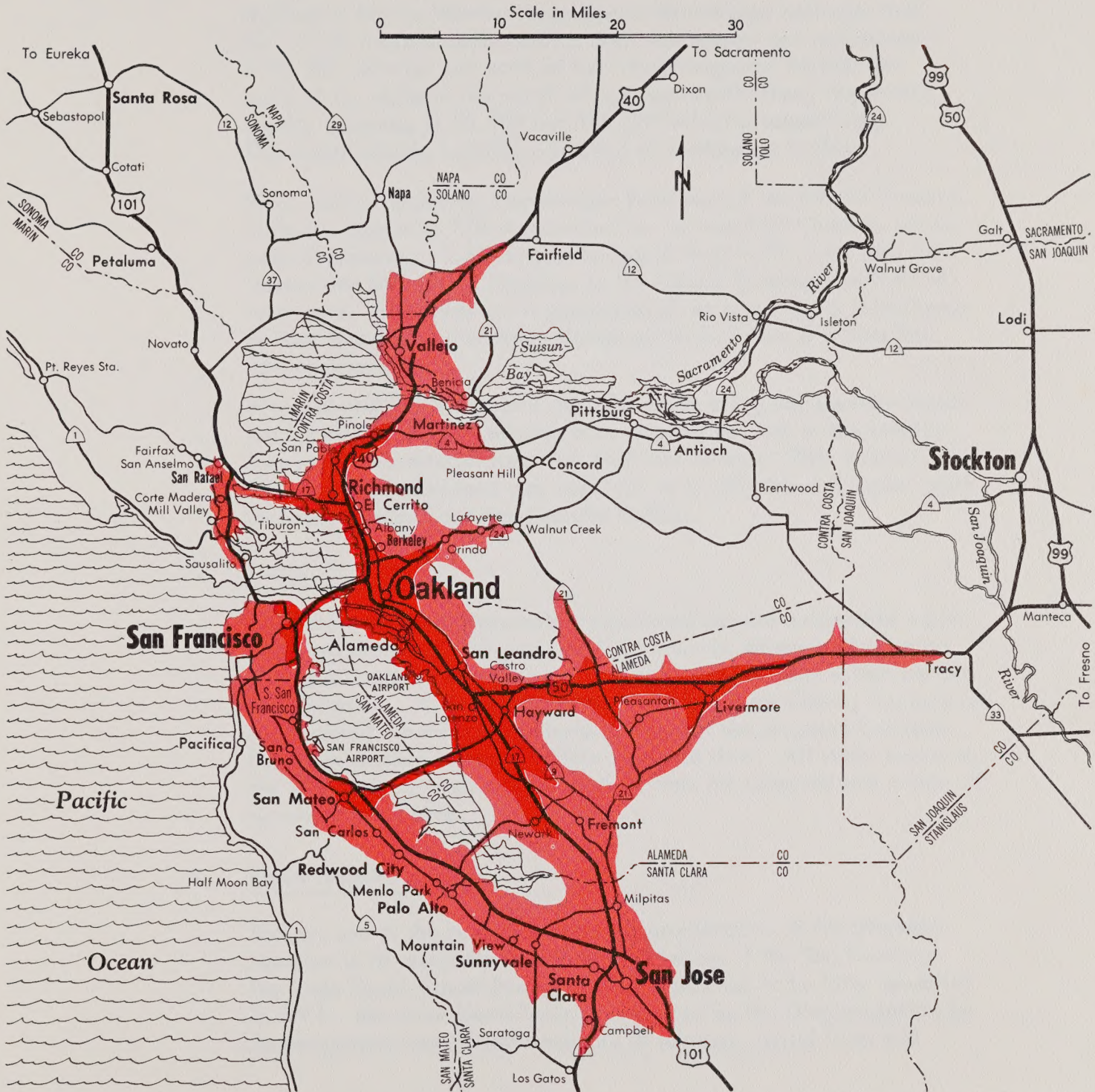
The six-lane Chester W. Nimitz Freeway is the major existing north-south freeway traversing the East Bay, linking with U.S. Highway 40 (Interstate Route 80) for northern extension to Vallejo and Sacramento; linking with U.S. Highway 50 for eastern extension toward Stockton and the San Joaquin Valley; linking with U.S. 101 for southern extension below San Jose; and connecting directly with the San Francisco-Oakland Bay Bridge, the San Mateo Bridge and the Dumbarton Bridge for extension to the West Bay and the communities of San Francisco, San Mateo, Palo Alto, and San Rafael.

Hegenberger Road is the major interchange from the Nimitz Freeway, serving the Oakland Airport on the west and connecting with 77th Avenue on the east for crosstown access.

TRAVEL TIME CHART

from proposed Coliseum

BAY REGION



Prepared for REAL ESTATE RESEARCH CORPORATION

30 min.



45 min.



Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

The annual traffic census (1962 State of California, Division of Highways) for the Nimitz-Hegenberger interchange indicates that the annual average daily traffic, both northbound and southbound, is 90,000 vehicles just north of the interchange and 94,000 just south of it, while in the month of heaviest traffic flow, the traffic density increases to 95,000 and 102,000 vehicles respectively. This would clearly indicate a buildup of southbound traffic.

Plans call for widening Hegenberger Road east of the Nimitz Freeway to its junction with 77th Avenue and for its eventual tie-in to a cross town expressway. Such an arterial would feed traffic west from the Warren and MacArthur Freeways to the Nimitz Freeway and the Coliseum site. Consideration is also being given to a Nimitz Interchange at 66th Avenue to give direct access to the Coliseum site from that dominant roadway.

Supplemental vehicle access capacity exists along San Leandro Street, one block east of the Coliseum site, running parallel to the Nimitz Freeway. This arterial runs from Fruitvale Avenue (32nd Avenue) to 98th Avenue in Oakland and could act as a collector and feeder route for local Oakland and San Leandro traffic.

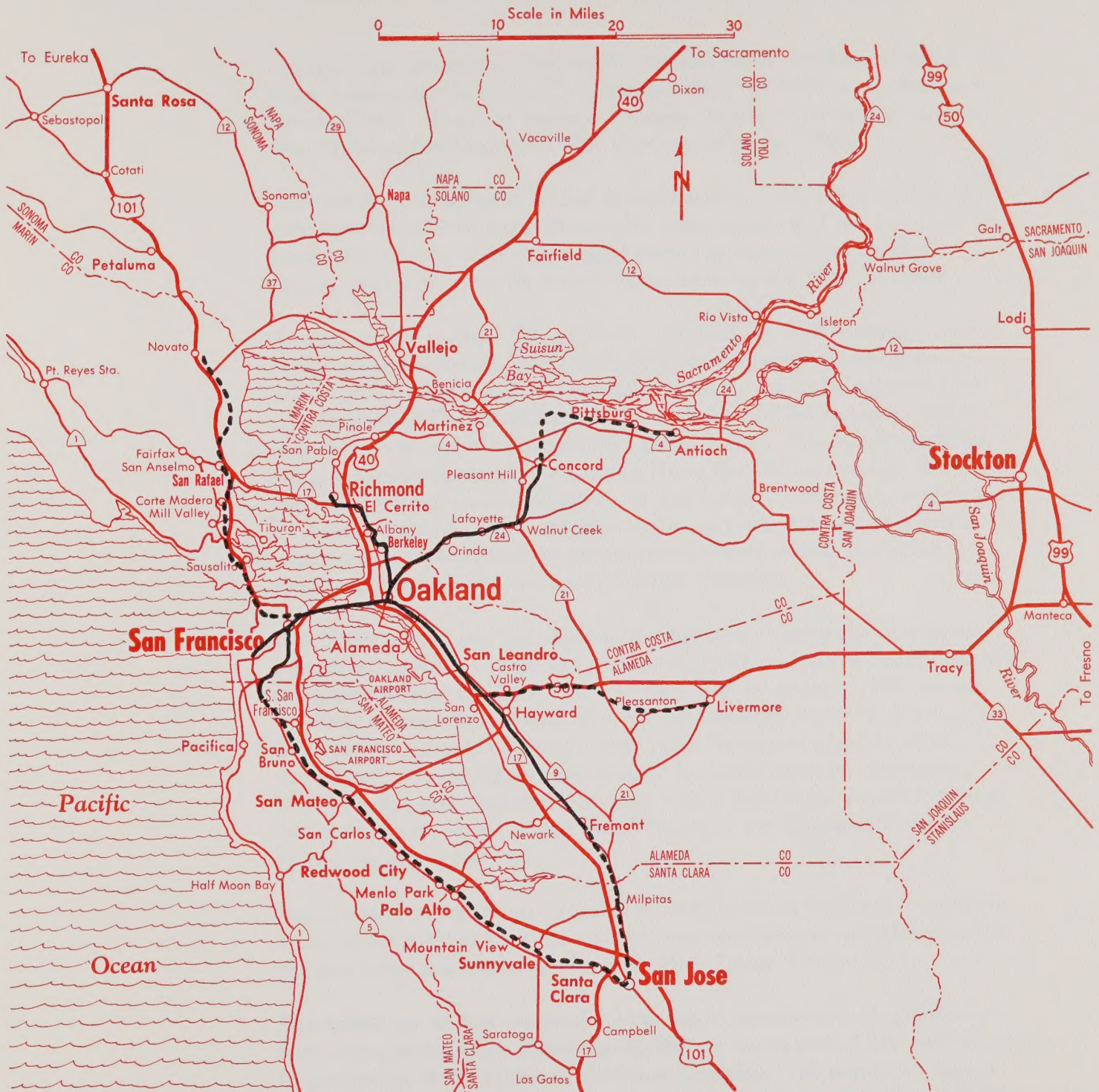
3. Travel Time Study

Real Estate Research Corporation conducted on-site automobile travel time tests during 33 non-peak daylight hours to determine from what distances a patron might drive to the proposed Coliseum within certain time intervals. As indicated on the Traveling Time Charts, the existing road network would allow patrons to frequent the proposed Coliseum from considerable distances within a limited time. All major points on the Site Vicinity maps can be reached from the proposed site within 15 minutes driving time.

4. Rapid Transit Facilities

Perhaps one of the most outstanding characteristics of the proposed location is its proximity to one of the stations of the San Francisco Bay Area Rapid Transit System, which is planned to be fully operative in 1971. Bay Area Rapid Transit is reported by the District staff to be "a congestion-free 75-mile network of subways, aerial lines and

BAY REGION



Prepared for REAL ESTATE RESEARCH CORPORATION

Bay Area Rapid Transit System

First Stage

----- Possible future extensions

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

surface lines comprising the world's fastest, safest and most modern urban transportation system". Construction is scheduled to commence by mid-1964. The first segment to begin regular commercial service, from Richmond to Hayward, will start operating by 1968.

Official Bay Area Rapid Transit District policy calls for provision of efficient feeder bus connections with areas which will not be served directly by the initial rapid transit system, either through cooperation with existing transit agencies or by the District itself.

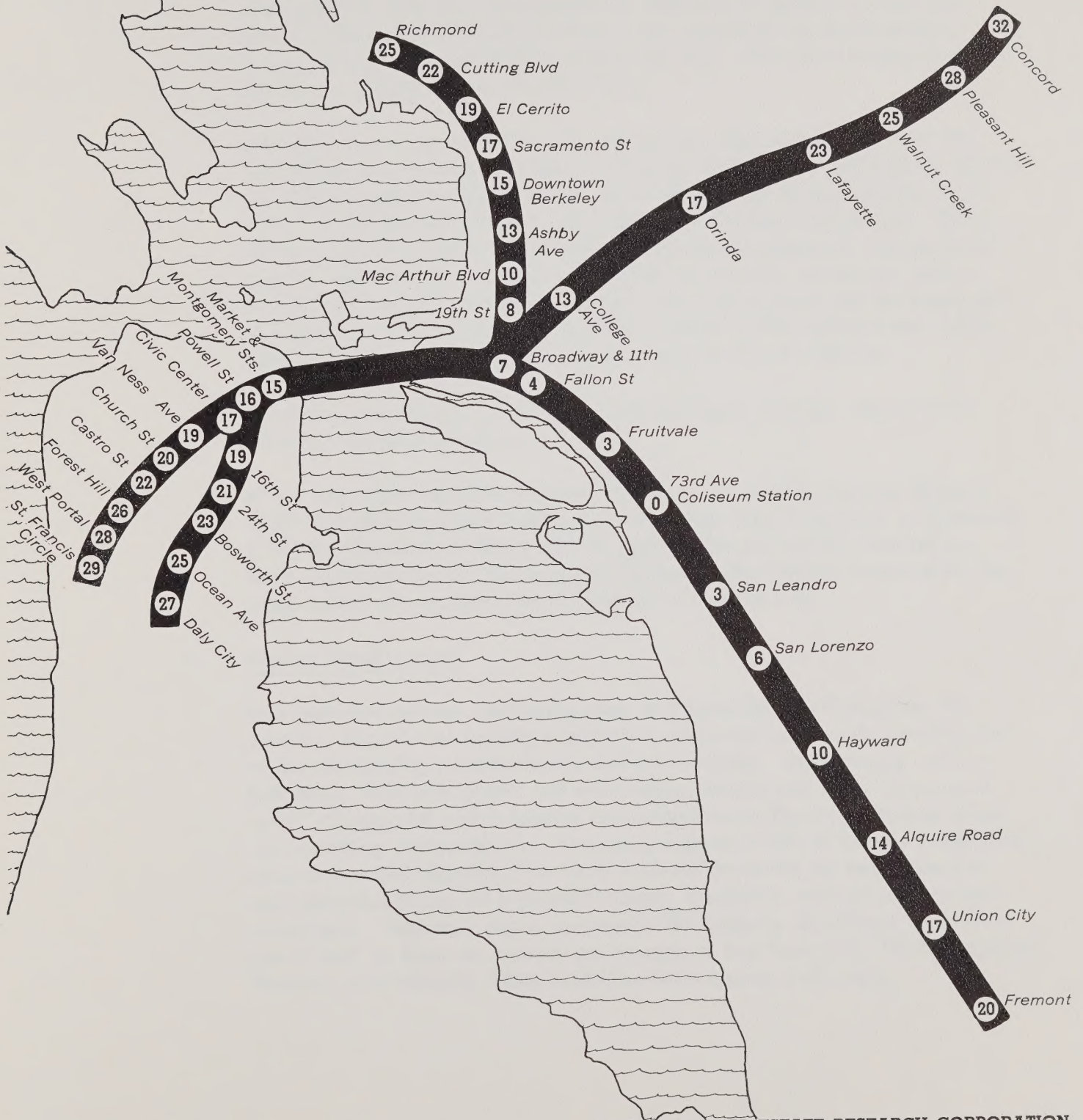
A rapid transit station was originally planned for 77th Avenue, close to San Leandro Street; BARTD officials have already informed the office of the Oakland City Manager that they would be amenable to a shift of the 700-foot station to the vicinity of 73rd Avenue, either adjacent to or one block from the Coliseum site. The move would be made primarily to improve accessibility to the station through the new 66th Avenue Expressway planned for that locale. However, a strong by-product would be the accommodation of those persons who would want to ride rapid transit to the various athletic events and other functions proposed for the new Coliseum Complex.

BARTD patrons of the Coliseum would be riding during the non-peak periods of weekdays or on the weekends. Officials have conservatively estimated that at Coliseum Station there will be some 23,000 on-off loadings during the 24 hours of a typical weekday in 1975, a year of what BARTD staff personnel refer to as "seasoned rapid transit operation". These figures are largely for home-to-work commutes. District engineers consider that some 4,000 additional on-off loadings would be added to the above noted figure if the Coliseum Complex should become a reality.

Rapid transit travel times to and from the Coliseum would be excellent. Train running-times from the various communities and neighborhoods of the Bay Area are shown on the Peak Hour Travel Times Chart.

The existence of this congestion-free rapid transit network providing fast, safe, and modern urban transportation could materially contribute to patronage of the proposed Coliseum Complex. Its potential impact on parking lot revenues at the proposed site is discussed in Chapter IV.

PEAK HOUR TRAVEL TIMES (in minutes) from Coliseum Station



Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

5. Facilities in the Area

Within a five-mile radius of the proposed Coliseum site lie the heart of Metropolitan Oakland's governmental, commercial and civic facilities and the San Francisco-Oakland Bay Bridge approach for tie-in to San Francisco and the communities of the West Bay. This commanding location can be visualized on the Vicinity Map.

Less than four miles away from the site of the proposed Coliseum are the seat of East Bay government (in the Oakland City Hall, the Alameda County Courthouse, and the Welfare and Administration Buildings) and the Frank Youell Field and the 50-year old Oakland Auditorium and Arena. These latter constitute the City of Oakland's primary structures of a recreational nature. Within the same four-mile radius is the U.S. Naval Air Station at Alameda, a major overhaul, supply, and support base and the home port of several warships of the Pacific Fleet. Over 8,000 civilians and 4,000 military personnel are permanently employed at the Air Station.

Beautiful Lake Merritt and the dominating Kaiser Center, also close by, enhance the downtown area.

About two miles from the proposed Coliseum site are the Central Business District of thriving San Leandro and Oak Knoll Naval Hospital in Oakland, a 925-bed hospital of World War II origin. The site of this hospital has been mentioned by the Secretary of Defense as the logical location for the construction of a modern Naval hospital in the East Bay.

6. Airport Development

In a post-war pattern, becoming more and more obvious throughout the country, airports are having a major impact on the real estate development of the surrounding neighborhoods and communities. Increasingly, office buildings, industrial plants and warehouses, motels and other "clean and quiet" commercial and industrial concentrations at the major airport cities are becoming commonplace. Air transportation is now so closely integrated into commercial planning that many business facilities are being located and expanded to use air transport's speed, flexibility and economy to full advantage. Industry's strong preference for properly developed "industrial parks" such as those on or near the airports at San Francisco, Dallas, Fresno, Phoenix, and Idlewild (New York) has been clearly indicated.

VICINITY MAP

site of

COLISEUM COMPLEX



Appraisal of Three Parcels - San Francisco, California

b. Income Approach to Value

Reported Gross Annual Rent for 1962 - \$10,761

Estimated Fair Monthly Rental

Store	1 @ \$100.00	\$100.00	
4 room units	1 @ \$ 67.50	67.50	
	3 @ \$ 65.00	195.00	
3 room units	2 @ \$ 62.50	125.00	
	2 @ \$ 60.00	120.00	
2 room units	2 @ \$ 60.00	120.00	
	2 @ \$ 55.00	110.00	
	1 @ \$ 52.50	52.50	
	1 @ \$ 50.00	50.00	\$940.00

Gross Annual Income \$940.00 x 12 \$11,280.00

Vacancy Factor & Credit Loss Allowance 565.00

Effective Gross Annual Income \$10,715.00

Annual Expense Estimate

Taxes 1962 - 1963	\$1,478.52	
Insurance	230.00	
Maintenance	500.00	
Reserve for Replacement	300.00	
Water	313.76	
Gas & Electric	97.23	
Garbage	188.60	
Janitor	180.00	
Management	750.00	\$ 4,038.11

Net Income Before Depreciation Allowance \$ 6,676.89

Land Income \$20,453 @ 5 % \$ 1,022.65

Building Earnings \$ 5,654.24

Building Value \$5,654.24 ÷ 12 %
(6.5% interest & 5.5% return of capital) \$47,119

Land Value by Comparison 20,453

Indicated Value \$67,572

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

The 1962 aerial view of the proposed site would be up-dated by including the newly-opened Holiday Inn at the southeast quadrant of the Nimitz-Hegenberger intersection, diagonally opposite the site of the Edgewater Inn. Additionally, a 115,000 square foot White Front discount department store is under construction along the north line of Hegenberger Road, west of the Southern Pacific tracks and immediately south of the Coliseum site.

These major additions indicate the real estate development activity in the immediate vicinity of the proposed Coliseum site, and are contributing substantially to a re-making of the neighborhood environment. That environment is now approaching a condition suitable for an area surrounding a major modern airport in a metropolitan community.

Table 1 - Project Site Characteristics

The following table lists the proposed uses and their estimated costs.

Use	Estimated Cost
Baseball	\$1,200,000
Football	\$1,200,000
Hockey	\$1,200,000
Basketball	\$1,200,000
Other	\$1,200,000

Exhibit Area is provided to each of the above uses for the purpose of providing a community, adding value to the site and to the surrounding area.

Station	Exhibit Area	Station Area	Station Area (sq. ft.)
Baseball	70,000 sq. ft.	15,000 sq. ft.	85,000 sq. ft.

1. Outdoor Stadium

The Stadium is similar in form and will cost \$1,200,000 for the entire project and events for which it was designed. The stadium provides for both a lower and upper grandstand, the latter extending around most of the perimeter and located immediately behind home plate and extending over the field when the facility is used for baseball, with seating for 10,000 persons and 10,000 seats when the stadium is used for football. The seating can be increased to 20,000 by construction of an extension of the lower grandstand, which is located behind the field.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

C. Proposed Coliseum Facilities

To provide a facility planned for maximum utilization for the widest scope of planned activities, the design of the Coliseum Complex consists of three (3) basic elements:

1. An outdoor stadium.
2. An enclosed arena.
3. A below-ground, two-level connecting link building.

The arena floor, the upper level of the link building and the exhibition level at the west end of the Stadium are relatively level to allow for the combined use of all three of these facilities for an event large enough to demand such use.

The following are the proposed seating capacities for various sporting events:

	<u>Stadium</u>	<u>Arena</u>
Baseball	48,400	-
Football	48,400	-
Hockey	-	10,500
Basketball	-	11,500
Other	-	13,800

Exhibit Area is provided in each of the three facilities and can be used separately or commonly, taking advantage of the relative level of the floors:

<u>Stadium Enclosed Exhibition Area</u>	<u>Arena Floor</u>	<u>Link Building Meeting Room (3)</u>
70,000 sq. ft.	29,952 sq. ft.	5,192 sq. ft.

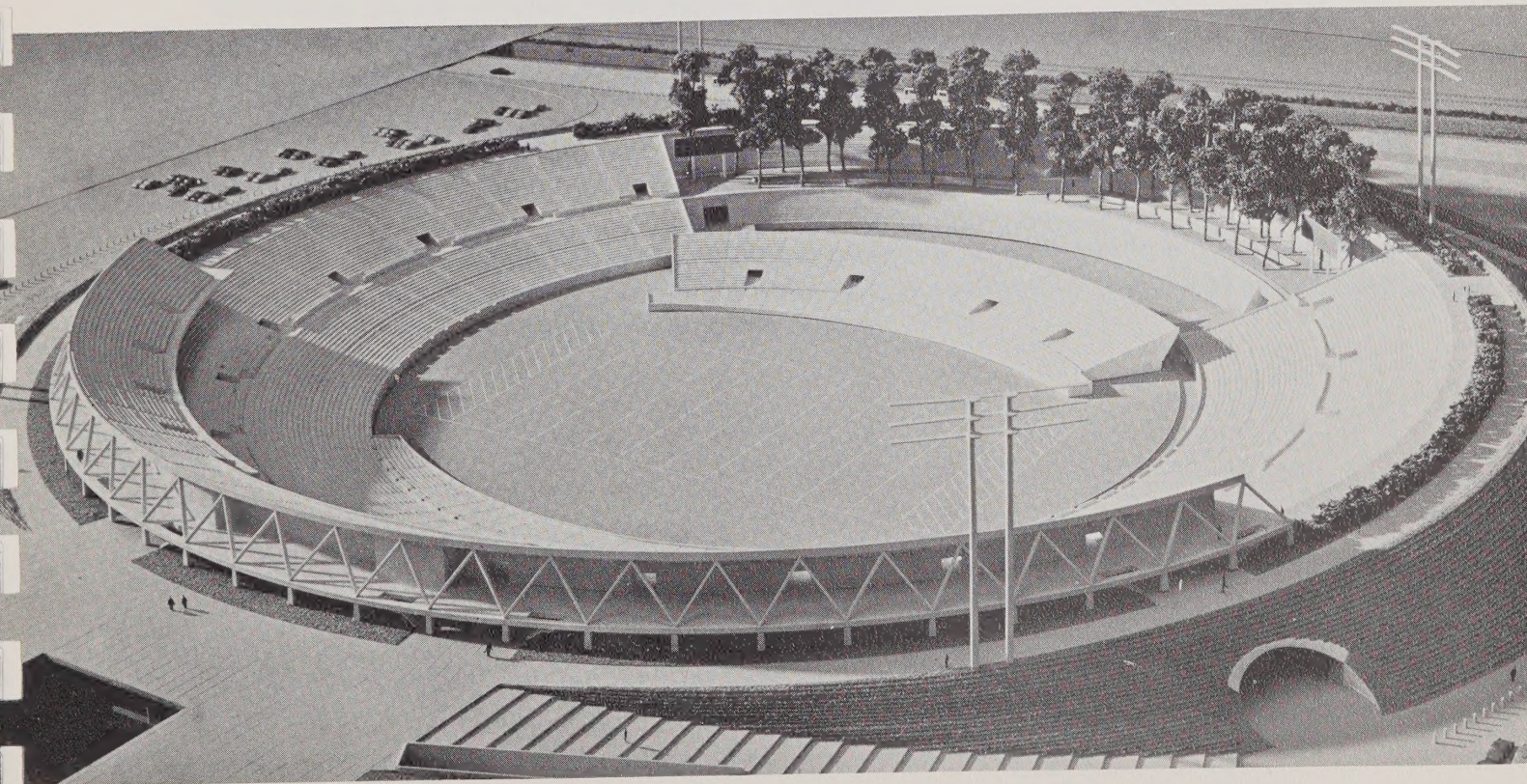
1. Outdoor Stadium

The Stadium is circular in form and will seat 48,400 people for the major sports and events for which it was designed. The design provides for both a lower and upper grandstand, the latter extending around one-third of the perimeter and located immediately behind home plate and extending past first and third bases when the facility is used for baseball, while serving as prime sideline and end zone seats when the Stadium is used for football. The capacity can be increased to 60,000 by construction of an extension of the upper grandstand should it become necessary in the future.

PROPOSED OAKLAND - ALAMEDA COUNTY COLISEUM COMPLEX



Stadium plan for Baseball.



Stadium plan for Football. Note position of moveable seat sections.

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The playing field is actually recessed below the surface elevation of the parking lot to effectively minimize vertical climb to or from any seating area. Patrons will enter the Stadium directly from the parking lot, without stairs or ramps. Entering at mid-point of the seat bowl, the maximum climb or descent to any seat in the lower grandstand will be 25 feet, and the highest row of the upper grandstand will be 39 feet above the upper entry level.

Use as a Baseball Stadium

The seating capacity of the Stadium is about midway between the upper and lower limits of modern baseball stadiums erected in the past decade or now under construction.

<u>Facility</u>	<u>Seating Capacity</u>	<u>Date Completed</u>
Dodger Stadium, Los Angeles	56,000	1962
Proposed Stadium, Pittsburgh	55,000	estimated 1967
Wm. Shea Stadium, New York	55,000	under construction
PROPOSED OAKLAND STADIUM	48,400	--
Harris County Domed Stadium, Houston	46,217	under construction
D. C. Stadium, Washington	45,016	1962
Milwaukee County Stadium, Milwaukee	43,933	1953
Candlestick Park, San Francisco	42,500	1960
Metropolitan Stadium, Minnesota	40,037	1961

Further physical and operating characteristics of these publicly-owned major league stadiums are considered in subsequent chapters.

The baseball diamond is oriented southwest to northeast to preclude "batting into the sun." The playing field will be comparable to those of modern facilities, calculated by distances to the fences.

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Facility	Distance (in feet)		
	To the Left Field Foul Pole	To the Right Field Foul Pole	To the Center Field Fence
Harris County Domed Stadium, Houston	340	340	405
PROPOSED OAKLAND STADIUM	335	335	418
Candlestick Park, San Francisco	335	335	410
D. C. Stadium, Washington	335	335	410
Dodger Stadium, Los Angeles	330	330	410
Milwaukee County Stadium, Milwaukee	320	316	402
Memorial Stadium, Baltimore	309	309	410

Use as a Football Stadium

The football field occupies the same facilities as might be used for baseball earlier in the calendar year. The gridiron is planned to be oriented northwest to southeast, exactly perpendicular to the layout for baseball, insuring that team movement toward either goal is not impaired by the blinding direct rays of the sun. Standard playing field dimensions are provided, while seating capacity is designed to be equal to that for baseball (48,400). As shown in Table A, Oakland's Frank Youell Field, home of the Oakland Raiders of the American Football League, has the lowest capacity of any stadium presently used for professional football throughout the country. The proposed Stadium will deliver more seating than any facility used by AFL teams of the Western Division, but will exceed the seating capacity of only one of the Eastern Division facilities - Fenway Park in Boston.

National Football League teams have large facilities for their use; the proposed Stadium will exceed the capacity of only two out of fourteen Stadiums in use by the league franchises, when consideration is given to the proposed facilities in Pittsburgh and St. Louis.

New York	Harris County Domed Stadium	52,913
Houston	(1968)	
Buffalo	New Memorial Stadium	36,700
	1983 (Planned Expansion)	41,000
	1984 (Planned Expansion)	31,000
Boston	Boston University Field	23,401
	Fenway Park (1962)	34,000

(continued)

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

Table A SEATING CAPACITIES OF SELECTED FOOTBALL STADIUMS (1)
1962 SEASON

<u>TEAM</u>	<u>FACILITY</u>	<u>FOOTBALL SEATING CAPACITY</u>
<u>LOCAL MAJOR COLLEGIATE STADIUMS</u>		
Stanford University	Stanford Stadium	90,000
University of California, Berkeley	Memorial Stadium	76,780
<u>AMERICAN FOOTBALL LEAGUE CITIES</u>		
<u>WESTERN DIVISION</u>		
Oakland	Frank Youell Field	20,000
	PROPOSED OAKLAND COLISEUM	48,400
Denver	Bears' Stadium	34,657
	1965 Planned Expansion	48,000
Kansas City (1st Year)	Municipal Stadium (1963)	41,000
San Diego	Balboa Stadium	34,500
<u>EASTERN DIVISION</u>		
New York	Polo Grounds	52,000
	Shea Stadium (1964)	61,000
Houston	Jeppesen Stadium	35,500
	Harris County Domed Stadium (1964)	52,913
Buffalo	War Memorial Stadium	36,500
	1963 (Planned Expansion)	41,500
	1964 (Planned Expansion)	51,000
Boston	Boston University Field	23,681
	Fenway Park (1963)	36,500

(continued)

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<u>TEAM</u>	<u>FACILITY</u>	<u>FOOTBALL SEATING CAPACITY</u>
<u>NATIONAL FOOTBALL LEAGUE CITIES</u>		
<u>WESTERN CONFERENCE</u>		
Los Angeles	Los Angeles Coliseum	101,573
Baltimore	Memorial Stadium	60,000
San Francisco	Kezar Stadium	59,636
Detroit	Tiger Stadium	52,555
Chicago	Wrigley Field	49,200
Green Bay	Green Bay City Stadium	42,327
	(3 games) County Stadium, Milwaukee	45,000
Minnesota	Metropolitan Stadium	40,800
<u>EASTERN CONFERENCE</u>		
Cleveland	Municipal Stadium	78,166
Dallas	Cotton Bowl	75,505
New York	Yankee Stadium	64,892
Philadelphia	Franklin Field	60,671
Washington	D. C. Stadium	50,000
Pittsburgh	Forbes Field	35,500
	(3 games) Pitt Stadium	57,411
	Proposed Stadium (1967)	55,000
St. Louis	Busch Stadium	32,801
	Proposed Stadium (1965)	50,000

(1) Further physical and operating characteristics of these facilities are considered in subsequent sections.

Source: National Football League, American Football League and Real Estate Research Corporation.

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To provide optimum spectator seating conditions for football which are not generally available in facilities designed exclusively for baseball, a system of movable seating sections has been designed.

Two ground level sections, each planned to seat 1,300 persons, are located parallel to the first and third base line for baseball games. These seats are those "choice seats" for patrons seeking a close view of play action. These sections may be rotated on tracks and low pressure tire units, especially designed for the purpose, to opposite positions parallel to the sideline of the football field when the Stadium is to be used for that purpose. These would be excellent, low-level sideline seats.

A portion of the centerfield stands, seating 5,600, can be moved forward, connecting with one of the rotating sections, to provide additional optimum sideline seating for football.

Physical Concept

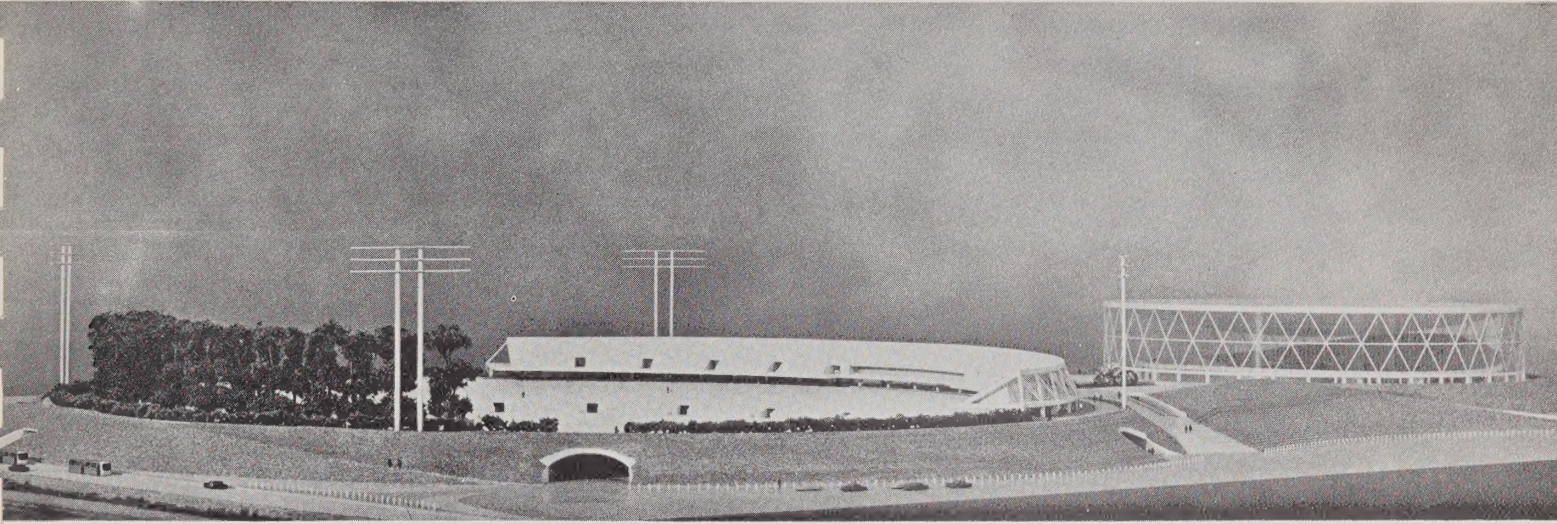
The Stadium, in fact, has three distinct physical levels of operation, each devoted to specific functions of patron activity and each served by appropriate toilet, storage, and concession facilities. The primary use areas of the Stadium are:

1. The lower grandstand level.
2. The upper grandstand level.
3. The exhibition level.

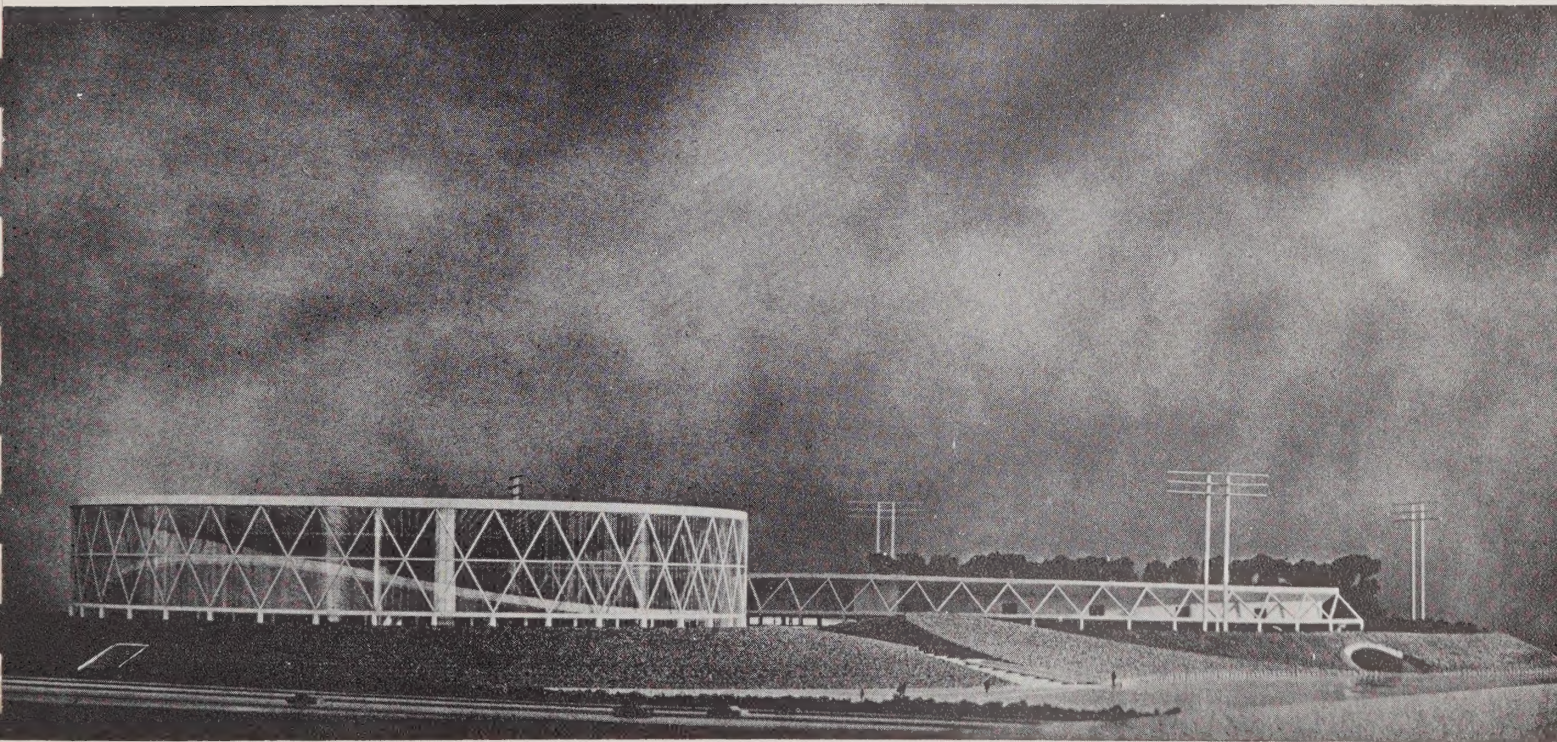
The entry concourse which encompasses all of the permanent lower grandstand seats is on the same level as the service level of the Link Building to provide close-at-hand support facilities.

Spectators reach the upper grandstand via stairwells from the Plaza. The distance from the entry ramps at the upper grandstand to the highest row is 39 feet. Pressbox facilities are located here, directly behind home plate for baseball and on the 50 yard line for football.

PROPOSED OAKLAND - ALAMEDA COUNTY COLISEUM COMPLEX



View of Coliseum Complex from proposed 66th Avenue approach.
Stadium on left; Arena on right.



Arena Building and Nimitz Freeway in foreground, Stadium in background.

The exhibit level is 70,000 square feet of multi-purpose crescent-shaped exhibit space provided beneath the plaza level entrance at the west side of the Stadium and above the lower grandstand pedestrian concourse. This area has direct truck access, and is related to, although not on a perfect level with, the restaurant and meeting rooms of the Link Building, as well as facilities of the Arena floor.

2. Arena Building

West of the Stadium, an enclosed circular Arena building has been designed as a multi-purpose facility to accommodate basketball, hockey, boxing, wrestling and other indoor spectator sports, as well as large meetings, exhibits, stage events and other activities requiring large seating capacities.

This building, which is glass-enclosed, will be located almost contiguous to the Nimitz Freeway and will provide a spectacular attraction to passing traffic. The most modern of conveniences for patrons and up-to-date technical facilities for users' activities are to be incorporated into the design.

The main floor of the arena contains almost 30,000 square feet and flexible arrangements have been planned to provide seating capacity of 10,500 for hockey, 11,500 for basketball and a maximum capacity of 13,800 by use of temporary floor level seats. There are 9,100 permanent seats.

All of the seats are arranged in a multi-tiered, saucer-shaped bowl without any balconies. Roof suspension has been designed to eliminate any posts which might either interfere with patrons' vision of the Arena floor or introduce blind spots.

3. Link Building

Connecting the two major Coliseum Complex Buildings -- the Stadium and the Arena -- is a two-story link service building, the roof of which is actually the outdoor Plaza walkway between the main entrances of the two larger facilities. This building contains 27,500 square feet on each of two floors.

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The upper level of this link building is designed to include a public restaurant, meeting rooms, and general purpose areas. This is on a relative level with the Exhibition level of the Stadium and with the floor level of the Arena, linking the three buildings for the largest possible uses.

The lower level of the building contains service and support facilities necessary and common to both the Stadium and the Arena. Principal access for truck service will be located here.

BAY REGION



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III. MARKET ANALYSIS

A. The Oakland-East Bay Regional Population and Economic Base

The present and future population of the general region which is the market or trade area of the proposed Coliseum Complex at the Nimitz Freeway - Hegenberger site will be a primary determinant of the economic potential of the facility. Similarly, the family income levels, the nature of the attractions and their quality at the planned 48,400-seat Stadium and 13,800 seat Arena will be vital to its success as a public facility.

This section considers the population and income trends in the Alameda and Contra Costa Counties and in those other Bay Area counties which are expected to serve as the secondary trade area for the Coliseum Complex.

1. Population Trends

Alameda and Contra Costa Counties are considered the general primary trade area since geographically they are closest to the proposed Coliseum Complex site. Table 1 indicates the population growth in these two primary counties from 1950 to the end of 1962 and presents projections to 1980. Additional population data are given for other East Bay areas as well as for San Francisco, San Mateo and Marin Counties. Large sections of the latter Bay Area counties are within 30 to 45 minutes¹ driving time from the Nimitz Freeway-Hegenberger junction.

The Alameda-Contra Costa combined population is approximately 1,400,000. By 1970, the estimated two-county total is expected to reach nearly 1,750,000.

The five-county East Bay region (Alameda, Contra Costa, Santa Clara, Napa and Solano Counties) had an estimated 2.4 million persons as of December 1962. The 1970 estimate is about 3.2 million persons; and 1980, about 4.3 million. If San Francisco, San Mateo and Marin Counties are added, the eight-county regional area is expected to increase from 3.8 million to 4.8 million in 1970, and to approximately 6.3 million in 1980.

In 1962 the City of Oakland proper had a population of 365,000. The U.S. Bureau of the Census reported a 1960 population within a 50-mile radius of Oakland of 3,569,404. The Coliseum Complex's primary and secondary market area lies within this general physical area.

Table 1

EXISTING AND PROJECTED POPULATION IN GENERAL EAST BAY AND
SAN FRANCISCO-SAN MATEO-MARIN COUNTY AREAS:1950-1980

Year	Date	Alameda	Contra Costa	Santa Clara	Napa	Solano	5-County General East Bay Area	San Francisco, San Mateo and Marin	Total
1950	April 1	740,315	298,984	290,547	46,603	104,833	1,484,866	1,096,635	2,581,501
1960	April 1	908,209	409,030	642,315	65,890	134,597	2,160,041	1,331,523	3,491,564
1962	(12/31 est.)	956,300	448,000	773,100	71,400	144,900	2,393,700	1,410,700	3,804,400
1965	estimate	1,010,000	510,200	906,100	77,000	159,500	2,662,800	1,495,600	4,158,400
1970	estimate	1,120,100	617,700	1,154,300	88,200	186,400	3,166,700	1,647,600	4,814,300
1975	estimate	1,237,600	736,300	1,421,100	100,900	217,800	3,713,700	1,809,100	5,522,800
1980	estimate	1,363,400	864,800	1,708,000	115,600	254,200	4,306,000	1,984,700	6,290,700

Source: U.S. Bureau of the Census for 1950 and 1960 data; Sales Management for 1962 estimates; and California Department of Finance for 1965, 1970, 1975 and 1980 estimates.

The market support for the various contemplated sports, other entertainment, civic and convention uses of the Complex will be drawn from geographic trade areas which will vary in size according to the type of event. Major league baseball and professional football, for example, are expected to draw from a broader geographic region than events with lesser general public interest or which are purely local in nature such as high school athletics, religious and general civic convocations, etc. Theoretically, the convention market is the broadest for the proposed facility since the so-called trade area includes not only the State of California, but, conceivably, the entire United States.

2. Family Income

That portion of a family's income over and above requirements for absolute essential living requirements might be termed the family's "discretionary income". It is from this portion of a typical family's income that expenditures can be made for a variety of commodities and services, including sports events and other commercial recreational activities.

The 1962 family income pattern for Alameda, Contra Costa and three additional counties considered within the broader East Bay region are shown in Table 2. About 76.1 per cent of Contra Costa and 69.1 per cent of Alameda County families earned \$4,000 or above in 1962. Three other nearby counties had the following distribution: Santa Clara, 75.5 per cent; Napa, 56.3 per cent; and Solano, 62.1 per cent. Thus, the Coliseum Complex's primary trade area, Alameda and Contra Costa Counties, is somewhat above general East Bay regional levels, and above the 68.0 per cent State of California average in 1962.

These income data indicate that the East Bay region has the general family income foundation necessary to support recreational activities for which a charge is levied.

3. The Industrial Base

The various industries in Alameda and Contra Costa Counties supported over 378,000 jobs, according to State of California employment data for July 1962. These two counties accounted for 32 per cent of employment in the six principal Bay Area counties shown in Table 3. Oakland alone had 231,000 employed, of whom 57,300 were in manufacturing industries.

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Table 2 FAMILY INCOME DISTRIBUTION IN EAST BAY AREA AND STATE OF CALIFORNIA (AVERAGE, 1962)

Income Groups	Alameda	Contra Costa	Santa Clara	Napa	Solano	State of California
\$ 2,499 and under	18.0%	13.2%	13.7%	19.7%	22.4%	18.8%
\$ 2,500 - \$ 3,999	12.7	10.2	10.8	14.0	15.5	13.2
\$ 4,000 - \$ 6,999	32.9	34.1	32.1	33.6	32.7	31.0
\$ 7,000 - \$ 9,999	15.2	17.4	17.5	16.0	14.2	15.0
\$10,000 and over	21.2	25.1	25.9	16.7	15.2	22.0

Source: Sales Management, 1963 Survey of Buying Power.

Table 3 TOTAL EMPLOYMENT BY INDUSTRY IN ALAMEDA AND CONTRA COSTA COUNTIES AND IN A COMBINED SIX-COUNTY BAY AREA JULY 1962

	Alameda	Contra Costa	Six Bay Area Counties*
All Industries	369,100	109,200	1,183,000
Agriculture	5,400	3,100	15,300
Contract Construction	22,500	10,900	73,300
Manufacturing	78,000	28,700	207,300
Transport., Comm. & Utilities	27,500	7,000	108,500
Trade	78,200	21,100	259,800
Finance, Ins. & Real Estate	16,600	3,000	82,500
Services	62,900	18,300	220,000
Government	76,800	16,700	212,300
All Others	1,200	400	4,000

* Includes Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano Counties.

Source: State of California Department of Employment.

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Oakland is a major manufacturing, trade and transportation center in the East Bay area. Southern Alameda County is undergoing substantial industrial development. The lack of available industrial land in older urban sections of the Bay Area is an important factor in the attraction of new industries to Southern Alameda County. San Mateo County -- the Peninsula area -- continues to attract highly specialized R & D and electronics firms. San Jose, which lies on the outer perimeter of the Coliseum Complex's secondary trade area, has also attracted the high-paying missile and electronic space age industries. Heavier industry, as a rule, has tended to locate in Alameda County in recent years.

Education is as much an East Bay industry as manufacturing, trade, construction, and other generally prescribed industries comprising a local economic base. The University of California, Mills College, Alameda State College, St. Mary's, Santa Clara and the junior colleges are major employers. As an economic sector, educational employment is ordinarily one of the most stable components of a local labor market, as is government employment. Nearby Berkeley, in particular, is a world famous educational and research center with a heavy concentration of scientific and professional workers.

MAJOR RECREATIONAL FACILITIES BAY REGION



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- | | | |
|---------------------|-------------------------------------|----------------------------|
| 1. Candlestick Park | 5. Oakland Auditorium | 9. Richmond Arena |
| 2. Civic Auditorium | 6. Frank Youell Field | 10. Golden Gate Fields |
| 3. Cow Palace | 7. University of California Stadium | 11. Tanforan Race Track |
| 4. Kezar Stadium | 8. Stanford Stadium | 12. Bay Meadows Race Track |

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B. Selected Bay Area Sports Attractions and Other Spectator Events

The San Francisco - Oakland metropolitan area is the location of literally hundreds of annual sports, entertainment and civic functions held in the existing stadiums and arena-type facilities. These events are diversified and continuous. Many events attract regionally, and in the particular case of conventions or trade shows, from the entire State of California and even from the entire nation. Others are more oriented toward the surrounding local community. In combination, however, most of these events compete actively for public interest. And where an admission is charged, they compete for the available family entertainment dollars.

Real Estate Research Corporation extensively surveyed this scene, since it is indicative not only of trends in general public interest, but also of the direct and indirect potentials for events which may be held in the Coliseum Complex. The recent records of professional baseball, pro football, basketball, ice hockey, and other spectator, exhibit and civic events are presented in this section. The study staff contacted numerous promoters, team owners, league officials, university athletic departments and other university officials, public facility managers and others with special knowledge from contact with a broad cross-section of sports and other Bay Area events. Since major league baseball and professional football are two major types of potential lessees of the Coliseum Complex Stadium, recent experience in these two areas in San Francisco and Oakland is reviewed first.

1. Professional Baseball

The old New York Giants of the National League transferred to San Francisco for the 1958 season. Since that season the San Francisco Giants have drawn the following yearly attendance:

Table 4 SAN FRANCISCO GIANTS ANNUAL ATTENDANCE SINCE 1958

<u>Season</u>	<u>Attendance</u>	<u>League Standing</u>
1958	1,273,000	3rd
1959	1,422,000	3rd
1960	1,795,000	5th
1961	1,390,679	3rd
1962	1,592,594	1st
5-Year Average	1,494,654	

Source: Sporting News Dope Book, 1963 edition; Real Estate Research Corporation.

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Prior to the transfer of the franchise from New York, the Giants had an average annual attendance for the postwar period, 1946 through 1957, of 1,052,127.

In 1962 the Giants won the National League race, then lost to the New York Yankees in the World Series. As shown in Table 5, the Giants averaged over 19,200 persons per regular season home game in 1962 and just over 18,000 in 1961 when the team finished third. Of 77 home playing dates in the 1962 season, there were 17 where the crowd exceeded 30,000; and 32 dates where attendance fell below 15,000. The entire distribution is presented in Table 6.

Table 5 HOME ATTENDANCE OF SAN FRANCISCO GIANTS
1961 AND 1962 SEASONS

	<u>1961</u>	<u>1962</u>
Total - Regular Season	1,390,679 (77 games)	1,556,830 (81 games)
Average Attendance per Game - Regular Season	18,061	19,220
National League Playoff Game with Los Angeles Dodgers	--	32,660
1962 World Series (4 games)	--	<u>175,658</u>
Grand Total Attendance	1,390,679	1,765,148
League Standing	3rd	1st

Source: Office of the Controller, City and County of San Francisco.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

Table 6 RANGE OF ATTENDANCE BY PLAYING DATES OF THE
SAN FRANCISCO GIANTS IN 1962

<u>Attendance Range</u>	<u>Number of Playing Dates</u>	<u>Percentage Distribution</u>
Over 40,000	10	12.9 %
35,000 - 39,999	2	2.6
30,000 - 34,999	5	6.5
25,000 - 29,999	9	11.7
20,000 - 24,999	7	9.1
15,000 - 19,999	12	15.6
10,000 - 14,999	16	20.8
5,000 - 9,999	16	20.8
Total	77*	100.0 %

* Regular season plus National League playoff game with Los Angeles Dodgers.
The four-game World Series attendance averaged 43,915 per game.

Source: Office of the Controller, City and County of San Francisco; and Real Estate Research Corporation.

The 24 night games averaged 19,590, and the four double-headers averaged 35,751 fans during 1962. The highest seasonal game-team average was just over 36,000 with 10 playing dates at home against the Dodgers. The nine playing dates with the Phillies averaged only 9,642 per game.

The Giants represent the drawing experience of a major league franchise in the Bay Area. Previously, the Pacific Coast League operated two franchises, the San Francisco Seals and the Oakland Oaks. The Oaks final season was in 1955. We were informed by PCL officials that in 1948 Oakland drew some 552,000 fans, finishing first; and that the old San Francisco Seals drew nearly 607,000 finishing second. The Oaks in their final season in 1955 drew only 141,397, finishing seventh; while the Seals drew 161,570, finishing sixth. The Oakland Oaks were then playing in their obsolete 15,000-seat Emeryville stadium, while the Seals played in their 22,000-seat stadium.

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Table 7 ATTENDANCE AT BAY AREA PROFESSIONAL FOOTBALL HOME GAMES
1958 - 1962

	Season				
	1958	1959	1960	1961	1962
<u>San Francisco 49'ers*</u>					
1. <u>Annual Attendance</u>					
Exhibition Games	68,426	58,609	44,041	37,190	36,401
Regular NFL League Games	315,076	316,167	297,576	357,007	295,310
2. <u>Average Attendance Per Game</u>					
Exhibition Games	22,800	19,500	14,680	37,190	36,401
Regular NFL League Games	52,500	52,700	49,586	51,000	42,187
<u>Oakland Raiders**</u>					
1. <u>Annual Attendance</u>					
Exhibition Games	--	--	N.A.	N.A.	11,036
Regular AFL League Games	--	--	69,122	53,609	71,729
2. <u>Average Attendance Per Game</u>					
Exhibition Games	--	--	N.A.	N.A.	11,036
Regular AFL League Games	--	--	9,874	7,658	10,247

N.A. means not available.

* All games played at Kezar Stadium (approximately 60,000 seats).

** Raiders used Kezar Stadium as their home field in 1960. Played at Frank Youell Field in Oakland (approximately 20,000 seats) in the 1962 season.

Source: San Francisco 49'ers; American Football League; and Real Estate Research Corporation.

2. Pro Football

This is a major professional sport in the Bay Area, with the presence of the San Francisco 49'ers of the National Football League and the Oakland Raiders of the American Football League. The former has been an organized team since 1946 when the old All-America Conference had league representation in San Francisco. When that League collapsed after 1949, the 49'ers joined the National Football League along with the Cleveland Browns. The Oakland Raiders were organized in 1960, and represent one of the original AFL franchises.

The 49'ers have continued to enjoy strong area support despite poor seasons in recent years. Attendance figures are listed in Table 7. Area support built up slowly, starting with a 25,000 game average in 1950 to recent-year league game averages of around 50,000. The Raiders in their brief three year history have not been too successful at the box office. The combination of poor teams and the lack of a permanent home field located in Oakland until the 1962 season has hampered the Raiders in gaining any strong public support. Table 7 lists their three-year box office record. The Raiders' management is looking forward to a more successful 1963 season. New player personnel and a more experienced coaching and promotional staff have been added to help the Raiders obtain larger crowds.

3. Area College Football

University of California and Stanford football have been part of the Bay Area athletic picture for about four decades. Both have competed annually for a share of the local sports dollar (along with pro football and high school football) during the Fall months.

The attendance figures, shown in Table 8, indicate that despite a long period in recent history of poor or mediocre teams, both institutions continue to draw reasonably good crowds. Stadium seating capacities, however, are far in excess of space needed for most games, excluding the annual Big Game played between the University of California and Stanford. The one game -- played alternately in Berkeley and Palo Alto -- is usually a sellout.

San Jose State and Santa Clara University both play a regular football schedule. At one time the latter was a major college football power, but the sport is now played on a de-emphasized basis. St. Mary's, also formerly a major college football school, disbanded football some years ago.

Table 8

**ANNUAL HOME FOOTBALL ATTENDANCE AT UNIVERSITY OF CALIFORNIA AND
STANFORD UNIVERSITY - 1946-1962**

Year	University of California (Seating Capacity: 76,780)			Stanford University (Seating Capacity: Approx. 90,000)		
	Home Games	Home Attendance	Average Per Game	Home Games	Home Attendance	Average Per Game
1962	6*	244,200	40,700	5	147,666	29,533
1961	5	190,500	38,100	6*	210,000	35,000
1960	6*	263,000	43,834	5	137,000	27,400
1959	5	229,000	45,800	6*	210,000	35,000
1958	6*	282,000	47,000	5	152,890	30,578
1957	6	260,000	43,333	6*	272,087	45,348
1956	6*	267,000	44,500	5	243,577	48,715
1955	6	196,000	32,667	6*	258,749	43,125
1954	7*	318,400	45,425	6	185,432	30,905
1953	6	258,000	43,000	6*	223,542	37,257
1952	6*	308,000	51,333	7	206,326	29,475
1951	6	303,000	50,500	6*	262,844	43,807
1950	6*	358,000	59,666	7	250,280	35,754
1949	6	345,000	57,500	8*	346,938	43,367
1948	7*	418,000	59,714	6	165,630	27,605
1947	7	391,000	55,857	6*	177,845	29,640
1946	7*	380,000	54,286	6	153,788	25,631

* Big Game at Home Field indicated.

Source: Director, Sports Information Office, University of California; Director, Sports Publicity, Department of Athletics, Stanford University.

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College and pro football both have large followings in the Bay Area, and when quality attractions are presented each has proven its ability to draw heavy attendance. Individual ticket prices of \$4 and \$5 which prevail at college and professional games, however, place poor quality teams in jeopardy at the box office.

4. Pro Basketball

This event is a recent entry into the Bay Area athletic scene. The San Francisco Warriors of the National Basketball Association, formerly located in Philadelphia, played their first season in San Francisco during the 1962-63 season. Oakland had a pro basketball team, briefly, in the American Basketball League -- which ceased operating in December 1962 because of the lack of money and stars.

The Warriors had a poor initial year in San Francisco. The team finished last. It failed to draw well at games played in the Cow Palace and at USF despite the appearance of Wilt Chamberlain, one of professional basketball's all-time box office attractions. The Warriors will probably play a heavy part of their 1963-64 home schedule at the remodeled San Francisco Civic Auditorium, and possibly 3 to 4 games in Oakland. The Warriors charge from \$2.00 to \$4.50 per ticket.

The Oakland Oaks, now defunct, drew a total paid attendance of 14,368 for about 20 games. Attendance was picking up when the League folded in December 1962. The final game in Oakland attracted 3,448.

The NBA operates with a 50-mile territorial exclusive. The Warriors franchise in San Francisco on the conditions of this territorial right would rule out Oakland as an NBA city. The Warriors, however, might divide their home dates between the two cities.

The Harlem Globetrotters (comedy-exhibition) basketball team has been coming to the Oakland area for 25 years. It plays 2 dates per season in Oakland -- usually one week apart -- drawing to the capacity of the Oakland Arena. Ticket prices are \$3.00 and \$2.00 general admission.

5. Pro Ice Hockey

The San Francisco Seals of the Western Hockey League recently concluded a highly successful 1962-63 season in conference standing and

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at the box office. The Seals averaged 4,116 persons over their 35-game home schedule at the Cow Palace.

Ice hockey is rising in popularity on the West Coast, and the sport is expected to have a very bright future. Portland averaged over 8,000 per game; and Los Angeles, 6,105 in 1962-63. The other WHL team attendance figures are given in Table 9, along with league standings and capacities of the home arenas where the games are played.

Ice hockey has been played as recently as 1946 in both Oakland and San Francisco. The old Oakland Oaks team played in a carbarn-like facility downtown which was inadequate and obsolete. Later the team transferred to Berkeley, and soon disbanded. Hockey re-entered the Bay Area in 1961 when the Seals franchise began operations.

The Western Hockey League has a 50-mile territorial jurisdiction similar to that of the Warriors. It is felt that a future application by a group wishing to place a franchise into Oakland would receive careful consideration by the WHL. Many feel a strong San Francisco -Oakland rivalry would be good for the League.

6. Boxing

In the past, active boxing promotion was undertaken in the Oakland, Richmond and San Francisco areas. The number of cards and the quality of attractions, however, have recently reached their postwar low point. Six cards in Oakland in 1962 drew an average of less than 1,200 per program. Only two programs have been promoted in the first seven months of 1963. During the 1956-1960 period an average of 15 promotions were presented annually in Richmond. This has all but ceased. San Francisco has not had a promotion in 1963. The last major attraction was the Fullmer-Dick Tiger fight at Candlestick Park. This championship fight drew 13,240. Boxing in the Bay Area reflects the low status of the profession nationally. Promoters interviewed by Real Estate Research Corporation cited as the biggest problems to the future of boxing the death-scares, the lack of financing for major fights and the lack of "name" competition. It was their conviction that boxing would continue in the Bay Area, but on a reduced scale. The supply and demand factors necessary to the success of boxing no longer exist as in earlier years.

Table 9 WESTERN HOCKEY LEAGUE HOME ATTENDANCE 1962-1963 SEASON

Club	Arena Capacity	Average Attendance Per 35-Game Home Schedule	Final Division Standing And Standing After 1st Round Playoff	Playoffs			
				Total No. Games	Standing 2nd Round	Final League Standing	Attendance Per Playoff Game
Southern Division							
Portland Buckaroos	10,300	8,016	1	4	2	--	9,317
San Francisco Seals	12,000	4,116	2	12	1	1	6,156
Los Angeles Blades	13,500	6,105	3	1	--	--	--
Spokane Comets	5,000 est.	N.A.	4	--	--	--	--
Northern Division							
Seattle Totems	4,400	3,206	1	5	1	2	3,539
Vancouver Canucks	5,000	2,909	2	4	2	--	4,715
Edmonton Flyers	6,746	1,650	3	0	--	--	--
Calgary Stampeters	N.A.	N.A.	4	--	--	--	--

N.A. means not available.

Source: Western Hockey League and Real Estate Research Corporation.

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7. Other Sports Attractions and Exhibitions

Roller Derby. The roller derby is one of the Bay Area's major attractions for what has been described as the working man and his family. The Bombers, the local team, play in the Cow Palace, Richmond, San Jose, and at the Oakland Arena. These exhibitions draw exceedingly well. The Cow Palace roller derby, held monthly, averages 10,000; and Oakland crowds at the Arena average 3,000.

Wrestling. Wrestling promotions also draw well at the Cow Palace. Attendance has ranged between 8,000 and 17,000. One promotion had a gross ticket sale of \$52,000. The average gross ticket sale is about \$42,500. The success of the latter promotions is attributable to the name attractions presented. Oakland promotions have not been of this caliber.

Racing. Horse racing also competes vigorously for the recreation dollar in the Bay Area. The following text table lists attendance and per capita spending at local tracks:

<u>Track</u>	<u>1962 Attendance</u>	<u>Number of Racing Days</u>	<u>Expenditure Per Capita</u>
Golden Gate Fields	341,016	44	\$82.05
Tanforan	466,451	55	81.00
Bay Meadows	570,483	105	85.38
Total	1,377,950		

As a matter of comparison, the 1962 total track attendance was 89 per cent of that of the San Francisco Giants for their regular National League games at Candlestick.

Spectaculars. "Spectaculars" is the general designation of a wide variety of family-type spectator shows. Touring ice shows, circuses, rodeos, water shows and the like are in this category. Shipstad and Johnson's Ice Follies show with its permanent headquarters at Winterland in San Francisco, the Ice Capades, Ringling Bros. Circus, and other circus groups make periodic appearances in San Francisco and Oakland.

The Cow Palace, Civic Auditorium and the Oakland Arena have been the facilities most generally used for these events. The Grand National and Junior Grand National Livestock Expositions, which average just over 200,000 visitors during 15 public event days of this annual Bay Area

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attraction, are big Cow Palace drawing cards. The rodeo held in conjunction with this Exposition is the only major rodeo in the area.

Spectaculars as a rule have had broad family appeal. When attractions are not "overexposed" to the public by too frequent an appearance, they are generally capable of drawing capacity crowds. The Ice Capades appearance in the first part of 1963 was not a successful box office attraction at the Cow Palace. San Francisco may be "overexposed" to ice shows, since this is the home city of the Ice Follies.

8. Other Public and Semi-Public Events

Consumer and trade shows are held in most of the major arena and exhibit hall facilities. The former are events like Oakland's traditional California Spring Garden and Home Show, which attracts up to 150,000 over a nine-day period; San Francisco's Flower Show, which draws only about 7,500 for a four-day run; or boat shows and the like, which appeal to a broad public. Trade shows are industry-oriented, and held for a restricted commercial audience. The huge Wescon show held bi-annually in the Cow Palace absorbs most of the exhibit space of that facility. This is one of the largest trade shows in the nation.

A multitude of other events are staged in the Bay Area. Since the list of events held in the Oakland area alone is enormous in itself, Real Estate Research Corporation recorded from the event calendars of the Visitors and Convention Bureau of the Oakland Chamber of Commerce a partial list of activities. Many of those events listed in Table 10 are not held in the Oakland Auditorium Complex. However, a majority of these activities could be considered as a part of the competition for a family's time and its recreation dollars in a particularly large urban area.

9. Convention Activity in Oakland and San Francisco

The Oakland area has not traditionally served as a major California convention center. As shown in Table 11, there have been only 504 conventions in Oakland since 1955. The majority of these meetings were in groups of 400 delegates or less. In contrast with San Francisco, which hosted 450 conventions in 1962, Oakland held only 94. As a generator of local business activity, San Francisco's conventions are reported to have attracted a total attendance of 1,154,000 persons in 1962. Oakland attracted about 60,000 persons as shown in Table 12.

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Table 10 REPRESENTATIVE LIST OF OAKLAND AREA COMMUNITY EVENTS HELD IN THE PERIOD, 1958-1962

<u>Spectator Sports</u>	<u>1958</u>	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>
Professional Tennis	X				
Northwest AA Basketball Tournament				X	
<u>Exhibit Events and Special Shows</u>					
National Roadster Show	X	X	X	X	X
Oakland Kennel Club	X	X	X	X	X
Golden Gate Cat Club	X				
Oakland Sports Show	X		X		
California Home and Garden Show	X	X	X	X	X
Home Services Fair	X	X	X		
Do-It-Yourself Show	X	X			
Scout-O-Rama	X		X		
Weldonian Carnival	X				
Holiday Decorations Show	X	X	X	X	X
Bi-Annual Girl Scout Show		X			
Bay Area Boat Show		X			
Haven Machinery Co. Exposition			X		
Ceramic Show			X		
Winter Wonderland Show			X		
Show of Tomorrow for Better Living				X	
Gem and Mineral Show				X	
Food & Home Living Show				X	
Festival of Nations				X	
Annual N.C. Budgie Show				X	
Greek Orthodox Church Bazaar				X	
American Society of Tool & Mfgs. Eng.					X
Golden State Round-Up					X
Oakland Intl. Roller Canary Show					X
<u>Other Events</u>					
Ringling Brothers Circus	X		X	X	X
Polack Brothers Circus	X	X	X	X	X
No. California Square Dance Assoc.	X		X		
Children's Christmas Pageant	X	X	X	X	X
Mexican Patriotic Festivities Comm.	X				
Bay Cities Baptist Ministerial Union		X			
Sales Executives Club Rally			X		
Stars of Magic			X		
Folk Dance Federation of California					X
Powder Puff Derby					X
Admission Day Parade					X

X indicates year of listing of particular event in Calendar.

Source: Compiled from annual summary of Visitors and Convention Bureau of Oakland Chamber of Commerce by Real Estate Research Corporation. This is considered only a partial list since many events held in the Oakland Auditorium facilities and sports events in outdoor stadiums are excluded.

Table 11 OAKLAND CONVENTION ATTENDANCE BY SIZE OF GROUP
1955 - 1962

Size of Group	1955	1956	1957	1958	1959	1960	1961	1962	8-Year Total
5,000 and Over	0	1	1	0	1	1	0	3	7
3,000 - 4,999	1	0	4	1	3	3	2	1	15
1,000 - 2,999	4	9	4	2	7	9	12	4	51
800 - 999	1	1	3	3	1	3	4	2	18
600 - 799	1	6	1	2	6	3	4	3	26
400 - 599	7	7	7	13	14	11	13	19	91
Below 400	<u>17</u>	<u>33</u>	<u>27</u>	<u>40</u>	<u>38</u>	<u>40</u>	<u>39</u>	<u>62</u>	<u>296</u>
Total	31	57	47	61	70	70	74	94	504

Source: Visitors and Convention Bureau, Oakland Chamber of Commerce; and Real Estate Research Corporation.

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Table 12 REPORTED ATTENDANCE AT CONVENTIONS HELD IN OAKLAND
1955 - 1962

<u>Year</u>	<u>Attendance</u>	<u>Number of Groups</u>	<u>Number of Convention Days</u>
1955	19,675	31	n.a.*
1956	12,250	57	n.a.
1957	36,435	47	n.a.
1958	25,750	61	148
1959	47,785	70	198
1960	44,825	70	182
1961	45,860	74	221
1962	57,415	94	n.a.

*n.a. - means not available.

Source: Visitors and Convention Bureau, Oakland Chamber of Commerce; and Real Estate Research Corporation.

The East Bay Area has a total of approximately 2,000 motel units and 2,450 hotel rooms. (The location of these units is listed in the Addenda.)

Despite this seemingly adequate inventory, Oakland's failure to attract larger conventions is believed to be attributable to a lack of centrally-located first class hotel or motel facilities. Several of the newer motor hotels in the vicinity of Nimitz Freeway and Hegenberger Road near the proposed Coliseum site have some meeting room facilities capable of handling small convention groups. The latter, however, could not handle those groups with several hundred delegates, particularly if large numbers of meeting rooms and exhibit floor area were needed.

Currently only two or three larger hotels, including the 250-room Claremont Hotel in Berkeley, provide any adequate number of meeting room facilities. With the exception of the Claremont, there are practically no exhibit hall facilities outside of the 48,000 square foot area provided in the Oakland Auditorium's Exposition Hall. More and more conventions are demanding centrally-located exhibit space convenient to meeting room or general convention assembly areas. Oakland does not now adequately provide these facilities for the medium-sized and larger convention groups.

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Use of the Oakland Auditorium. Only very limited use is currently made of the Oakland Arena, Theatre, and Exposition Building for conventions. During fiscal 1962-63 there were only 16 total event days of use. Eight of these event days were accounted for by one major convention, The Grand Chapter of the Order of Eastern Star.

The Auditorium facilities lack any extensive number of meeting rooms which can be provided for simultaneous group or sub-group sessions. Some 6 to 9 rooms can be arranged by temporary curtains and the like, but this must necessarily be a jerry-built system. The rooms are scattered, and not as functionally arranged as are meeting room facilities in newer public auditorium-convention centers in many other cities competitive with Oakland.

The Oakland Exposition Building is available throughout a large part of an average year for exhibit use by either convention groups or trade show groups needing up to 48,000 square feet of floor area.

Convention Expenditures. The influx of spendable funds brought by convention delegates can be a major stimulant to the retail sales volume of an active convention city. The estimated average daily expenditure of convention delegates is about \$32, and the average stay of delegates is about 3.3 days. The overall per-delegate expenditure is thus about \$106.

According to this estimated per-delegate spending, Oakland, with its 60,000 convention visitors in 1962, had an influx of nearly \$6.4 million. This amount was spent in retail stores, hotels and motels, local restaurants and in a variety of other commercial establishments.

The estimated total delegate expenditure of convention visitors to San Francisco, on the other hand, is about \$122 million annually. These comparative figures are presented to indicate how important convention business can be to a city.

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C. Operations of Existing Bay Area Stadiums and Indoor Arena - Exhibit Hall Facilities

The Oakland-Alameda County Coliseum Complex if constructed would become an additional public facility holding sports, other commercial recreational, civic and related events in the Bay Area. The Real Estate Research Corporation conducted an extensive survey of all existing stadium, arena and exhibition hall facilities in the East Bay, and in the general region. Discussions were held with managers, major tenants and others connected with the operations of these facilities to find out physical characteristics, type of use, attendance, operational policies and related information pertinent to developing market perspective for the proposed Coliseum Complex. Table 13 indicates in brief summary the highlights of this research.

Area Stadiums

Frank Youell Field. The City of Oakland constructed this football stadium in August 1952 primarily to serve as the home field for the Oakland Raiders of the American Football League and as an activity center for the programs of the City's Park and Recreation department. The Raiders played an eight-game schedule there in the 1962 season, and will play some exhibition games and its regular schedule there in the 1963 season.

Youell Field currently has 20,007 seats. During the 1962 season the Raiders averaged 10,345 attendance for their eight games. Oakland City College also played its schedule there. It averaged just over 500 persons per game. During the off-season the Field is used by Oakland City College for its physical education program and for a variety of activities of the Department of Parks and Recreation.

Rental to the City of Oakland from its principal tenant, the Raiders, during the 1962 season was \$28,000, based on 10 percent of the Raiders' seasonal gross receipts for the eight-game home season. A rental of \$1,322 was earned from the four event periods of the roller derby. Since the stadium was not available prior to August 1962, there is no full year's operating expense information available.

Table 13 EXISTING STADIUM, ARENA AND EXHIBIT HALL FACILITIES IN SAN FRANCISCO-OAKLAND AREA

<u>Facility</u>	<u>Seating Capacity</u>	<u>Principal Tenant</u>	<u>Rental Policy</u>	<u>Annual Event Days</u>
<u>I. Outdoor Stadiums</u>				
Frank Youell Field	20,007	Oakland Raiders AFL Club; City Recreation Department	Commercial - 10% of gross	N.A.
Kezar Stadium	59,636	San Francisco 49'ers NFL Club; high-school football; Shrine East-West Game	Commercial - 10% of gross to \$1 million; 9% over \$1 million	32
Candlestick Park	42,500	San Francisco Giants NL Club	Giants - 5% of paid admissions if greater than basic rent of \$125,000	85
Univ. of California Memorial Stadium	76,780	University of California	(Not available for commercial use)	20
Stanford Stadium	90,000	Stanford University	(Not available for commercial use)	N.A.

Table 13 (Continued)

<u>Facility</u>	<u>Seating Capacity</u>	<u>Principal Tenant</u>	<u>Rental Policy</u>	<u>Annual Event Days</u>
II. Indoor Arenas				
Oakland Arena	6,657 Total 4,669 Permanent 1,988 Portable	Mixed public and commercial uses	Commercial - \$400 per day	146
Cow Palace	17,771 Total 10,889 Permanent 6,882 Portable	Grand National Livestock Exposition, pro ice hockey, basketball & other mixed uses	Commercial - 10% of gross	180
S.F. Civic Auditorium	8,416 Total 4,416 Permanent 4,000 Portable	Conventions & mixed public and commercial uses	Commercial - \$400 per week night; \$450 per weekend night	N.A.
Richmond Arena	3,756 Total 2,224 Permanent 1,532 Portable	Wrestling, roller derby and other mixed public and commercial uses	Commercial - \$125 or 10% of gross up to \$400	150
Hamon Gym (Univ. of California)	7,100	Univ. of Calif. phys. ed., basketball, gym team, H.S. Tournament of Champions	No commercial uses permitted	N.A.

Table 13 (Continued)

<u>III. Exhibit Areas</u>	<u>Gross Floor Area (Sq. Ft.)</u>	<u>Meeting Rooms</u>	<u>Principal Tenants</u>	<u>Rental Policy</u>	<u>Event Days</u>
Oakland Exposition Hall	49,000	*	Calif. Spring Garden & Home Show, other consumer shows, U.S. Post Office	\$300 per day	105***
Brooks Hall (San Francisco)	90,000	18** (handling from 30 to 90 persons)	Exhibitions and convention use	\$750 per day	160
Cow Palace (San Francisco)	315,200	24(Auxiliary rooms)	Grand National Livestock Show	N.A.	N.A.
California Masonic Memorial Temple (San Francisco)	16,500	10 (handling from 100 to 900 persons)	Masonic and public use	\$500 to \$550 per day	N.A.
Claremont Hotel (Berkeley)	23,500	37 (handling from 10 to 1,500 persons)	Convention use	N.A.	N.A.

N.A. means not available.

* Six to nine meeting areas can be arranged in the adjoining Oakland Auditorium facility.

** Civic Auditorium adjacent to Brooks will contain 60 meeting rooms when remodeling is completed.

*** Calendar 1962. Includes 31 days of use by the U.S. Post Office during Christmas season.

Source: Real Estate Research Corporation

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Kezar Stadium. This 59,636-seat stadium in Golden Gate Park is one of the three major football stadiums in the Bay Area. The others are Memorial Stadium in Berkeley and Stanford Stadium in Palo Alto. Kezar is the home field of the San Francisco 49'ers of the National Football League. It also serves as a field for about 16 high school football games each season, the Shriners' East-West Football Games, and a few miscellaneous public uses.

The 49'ers, however, are the primary tenants, and contribute the bulk of Kezar's annual operating income. The team's home attendance and rental payments for the four-year period, 1959-1962, are shown in Table 14.

Table 14 ANNUAL ATTENDANCE AND RENTAL PAYMENTS BY SAN FRANCISCO FORTY-NINERS FOR LEASE OF KEZAR STADIUM 1959-1962

<u>Year</u>	<u>Number of Games</u>	<u>Attendance</u>	<u>Rental to City</u> ¹
1959	9	385,438	\$146,666
1960	9	337,631	118,819
1961	8	377,934	134,958
1962	8	331,711	118,188

¹Forty-Niners pay on the basis of 10 percent of gross receipts to \$1 million; and 9 percent for income in excess of \$1 million.

Source: San Francisco Park and Recreation Department.

Kezar received \$2,400 for rental from high school football, and a token payment from the Shriners' East-West Game to help defray expenses. Concessions revenues to the City in 1962 were \$76,336; or 28.2 percent of gross sales from food, beverage and novelty sales.

Operating expenditures including wages and ordinary operational and maintenance expense average about \$35,000 per year. Major repairs, painting, new equipment and the like are separate expenditure items.

Candlestick Park. This 42,500-seat stadium is the property of the City of San Francisco. It was constructed in 1960 to serve as the home field of the San Francisco Giants of the National League. The latter had been playing in temporary quarters at the old Seals Stadium following their transfer from New York in 1958.

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Candlestick Park is a 77.37 acre site. The stadium itself occupies 8.0 acres; and the parking area of approximately 8,000 spaces absorbs 59.6 acres. The Giants operate with a 35-year lease.

Candlestick Park was financed by a combination of \$5.5 million in revenue bonds issued by a special public corporation set up for such purpose, and by \$5.0 million in general obligation bonds for a total capital outlay of \$10.5 million.

Operating revenues derived from stadium rentals and from parking are assigned as follows:

- a) first \$375,000 assigned to public corporation bond amortization,
- b) the next \$50,000 to the City for maintenance,
- c) the balance is assigned to a surplus account for retirement of revenue bonds.

Financial Operations of Candlestick.

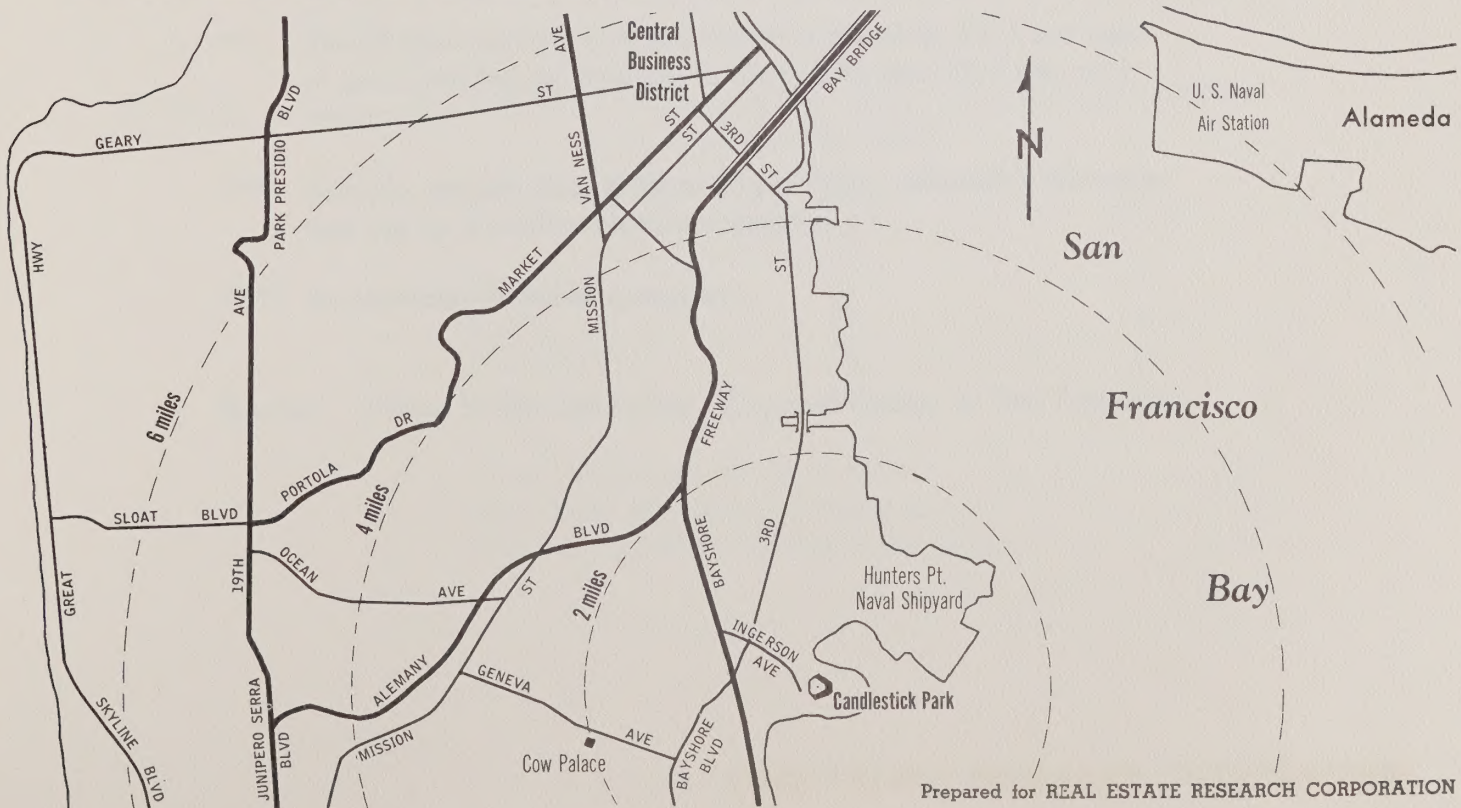
Table 15 presents the 1962 operating statement for Candlestick Park. As shown, the San Francisco Giants, either directly from rental or through parking revenue generated at the facility, contribute practically the entire annual operating revenue. The Gene Fullmer-Dick Tiger fight, the Jehovah's Witnesses' convocation, and use by a film company contributed minor rentals in 1962.

Other Stadiums

The three other major stadiums, University of California's Memorial Stadium, Stanford's Stadium and Santa Clara University's new Buck Shaw Stadium (currently 10,000 seats) are used primarily for college football. Real Estate Research Corporation was informed by officials at all three institutions that these facilities are for their own athletic programs, and that they are unavailable for non-university commercial use.

CANDLESTICK PARK

SAN FRANCISCO, CALIFORNIA



Prepared for REAL ESTATE RESEARCH CORPORATION

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Table 15 1962 OPERATING STATEMENT FOR CANDLESTICK PARK

Operating Revenue

Rental from San Francisco Giants*	\$181,965
Parking Revenue**	287,654
Miscellaneous***	<u>24,000</u>

Total \$493,619

Less: Allocation to annual service
and retirement of debt of non-
profit corporation **** (\$375,000)

Net available for expense reimbursement \$118,619

Gross Operating Expense (Reimbursed)**** (\$ 50,000)

Reserved for accelerated amortization of
bonded indebtedness of nonprofit corpora-
tion \$ 68,619

* \$125,000 minimum, or 5 % of net ticket sales after deducting
admission taxes, \$.37 visiting team share and league share.

** Rental from parking concessionaire is based on 85.1 per cent
of gross parking revenue up to \$300,000; and 95.1 per cent
thereover.

*** Includes rentals from Fullmer-Tiger fight, Jehovah's Witnesses
and use by a motion picture company.

**** As provided in lease agreement.

Source: Office of the Controller, City and County of San Francisco.

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These facilities, however, are important in any evaluation of Bay Area commercial recreation market potential for new facilities. They all compete throughout various parts of the ordinary year for the family sports/recreation dollar. During more successful seasons University of California and Stanford in particular have attracted huge area crowds. Football ticket prices for reserved seats generally sell for \$4.00, and at \$5.00 for the Big Game.

Arenas

Real Estate Research Corporation surveyed the physical and operational experience of the Oakland Auditorium complex, San Francisco's Cow Palace, the San Francisco Civic Auditorium and the Richmond Arena. These facilities operate on a year-round basis, and house a wide variety of indoor events of the type which might be expected to be held in the proposed Coliseum Complex. This experience is useful in considering the potential use and attendance possibilities at the latter.

Oakland Arena. The Arena is the major structure in the Oakland Auditorium facilities in downtown Oakland near the Merritt Lake Area. This 6,657-seat facility in its 50-year life has been the primary commercial recreational and civic arena for the City of Oakland. It is still an active facility in terms of annual event days of use.

Table 16

SELECTED SPORTS EVENT DAYS AT OAKLAND ARENA
1959 AND 1962*

<u>Event</u>	<u>1959</u>	<u>1962</u>
Wrestling	45	10
Boxing	15	6**
Basketball	3	18
Roller Derby	28	24

*July 1962 through June 1963.

**Includes two amateur boxing cards.

Source: Oakland Auditorium calendar.

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As shown in Table 16, the Arena's schedule of events covers a broad interest scope for the general public. Sports attractions, spectacular-type events, religious convocations, dances, and banquets give the Arena a general purpose character. Table 17 indicates that the Arena housed about 141 event periods of use during the 12 months, July 1962 through June 1963. This total is exclusive of move-in and move-out days required for some events.

The number of event days varies at the Arena from year to year, since bookings and rentals by promoters or groups leasing the facility are subject to a number of tangible and intangible forces out of the control of the Arena management. In 1959, for example, 174 event periods were reported for the Arena. Measured by activity in arenas throughout the United States, the Oakland Arena would be considered a reasonably active facility. The Cow Palace reports 180 event days; Los Angeles Sports Arena, 198 days; and Spokane Coliseum, about 254.

The 1962-63 calendar of events, shown in Table 17, indicates the fairly heavy emphasis on a variety of spectator sports and sports exhibition entertainment. Experience has shown that sports events have varied substantially over a brief span of years as fan interest rises and falls, as promoters' financial circumstances change, and as a result of similar problems related to the quality of attraction. Boxing, as shown in Table 16, fell from 15 cards in 1959 to 4 cards in the 1962-63 fiscal year. Officials close to the boxing picture in Oakland and in the general Bay Area informed the research team that recent fan interest has waned for two reasons: (1) the poor caliber of main attractions presented; and (2) the general ring "death pall" overriding professional boxing nationally. Six cards in 1962 drew less than 7,000 persons in total.

Wrestling declined from 45 event days to 10 last year. The total attendance for the 10 programs was only 6,663 persons.

Basketball, however, was well on its way to a very successful part of the Arena's annual calendar total in 1962-63 season until the collapse of the American Basketball League in December 1962. The Oakland Oaks, the local League entry, disbanded -- which cancelled out a heavy January and February schedule in the Arena despite a crowd of nearly 3,443 for its final game with Long Beach.

Table 17

EVENT DAYS OF USE OF OAKLAND ARENA, JULY 1962 — JUNE 1963

Type of Event	July '62	Aug. '62	Sept. '62	Oct. '62	Nov. '62	Dec. '62	Jan. '63	Feb. '63	Mar. '63	Apr. '63	May '63	June '63	12-Month Total
<u>Sports Events</u>													
Professional Boxing	1							1				2	4
Amateur Boxing					1						1		2
Wrestling		2		1		1		2	1	1	1	1	10
Roller Derby	2						1	1	4	4	6	6	24
Harlem Globetrotters							2						2
College Basketball							2	4					6
Pro Basketball					4	8							12
Closed Circuit TV Boxing			1						1		1		3
<u>Spectaculars</u>													
Circuses		6										1	7
Variety Shows		1	2	1	1			1	1			1	8
<u>Meetings, Receptions and Banquets</u>													
Religious			1	1			1						3
Other		1	1	2		1			2		1		8
<u>Dances</u>													
Square			1				1		1		2		5
Regular		1								1	1		3
Folk								2					2
<u>Ceremonies & Pageants</u>													
						2					3	4	9
<u>Consumer & Trade Shows</u>													
			1		4			2			3		10
<u>Other Events</u>													
Convention Meetings				8						4		4	16
Civil Service Exams	2	2			2								6
Rummage Sale								1					1
Total	5	13	7	13	12	12	8	14	10	10	19	19	141*

* Excludes move-in, move-out days.

Source: Compiled from schedule of events of Oakland Auditorium for fiscal year 1962-1963.

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St. Mary's College Basketball team played six games during 1962-1963 against University of Pacific, Loyola, USF, San Jose, Pepperdine and Santa Clara. The Globetrotters also played two exhibitions at the Arena.

The roller derby continues its popularity in Oakland, accounting for 24 event days in 1962-63.

Touring ice shows, circuses, and other spectaculars like the Grand Ole Opry are periodic users of the Arena. The latter attracted about 6,000 persons for its two-show appearance. The Oakland Arena also is leased for public and religious meetings, receptions, ceremonials, and public service type events in the typical operating year.

Oakland Auditorium Financial Performance. The Arena, Theatre, Exposition Hall, ballrooms and meeting rooms in combination operate as the Oakland Auditorium Complex. Annual operating data is presented in Table 18 for the combined facilities for 1962. The Arena facility, however, contributes the heaviest share of operating income from its rentals and percentage yields on concessions.

The combined facilities had an operating loss in fiscal 1962 of about \$15,000. Typically, the facility has been operated around the break-even point each year, or experienced a small operating profit. In fiscal 1958, for example, revenues were \$67,647 and expenses were \$66,128, for an operating profit of \$2,519.

The following rental rates apply at the Oakland Auditorium:

Arena	\$400 per use
Theatre	125
Exposition Hall	300

The concession contract calls for a \$10,000 base rental plus 26 percent of gross receipts.

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Table 18 OPERATING STATEMENT OF CITY OF OAKLAND
AUDITORIUM FACILITIES* - (FISCAL YEAR-1962)

Operating Income

Rentals	\$ 73,980
Concessions	45,877
Parking	20,663
Miscellaneous	<u>5,372</u>

Total \$145,892

Operating Expenses**

Salaries	\$127,685
Commodities	8,007
Utilities	20,132
Transportation	505
Insurance	658
Parking Lot Maintenance	1,328
Miscellaneous	<u>2,999</u>

Total \$161,314

Net Operating Income (Loss) (\$ 15,422)

* Includes Arena, Theatre, Exposition Hall, ballrooms, and meeting rooms.

** Excludes charges for maintenance and repairs for electrical, plumbing and carpentry work. These maintenance projects were handled by the City's Department of Public Works.

Source: Manager's Office, Oakland Auditorium.

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San Francisco Cow Palace. This well-known facility is state-owned and was built to serve Agricultural District 1A of California, which includes San Francisco and San Mateo Counties. Its principal function is to serve as the annual home of the "Grand National Livestock Exposition, Horse Show and Championship Rodeo" and the "Grand National Junior Livestock Show." The Cow Palace management spends about \$870,000 to put on these major shows. The State contributes some \$250,000 annually from pari-mutuel betting to support operations.

The Cow Palace Arena and the exhibit facilities were used for approximately 180 days during 1962-1963, including move-in and move-out days. The following were event days by some of the principal user types:

<u>Type of Use</u>	<u>Event Days</u>
Grand National Livestock Show	12
Junior Grand National Livestock Show	6
Pro ice hockey (S.F. Seals)	35
Basketball (S.F. Warriors, etc.)	25
Circuses	15
Boat Show	15
Wescon (electronics trade show)	15
Boxing and Wrestling	10
Roller derby	10
Variety shows	10
Indoor track meet	1
Other	26
Total	180

The San Francisco Seals of the Western Hockey League use the Cow Palace as their home rink. During their successful 1962-63 season, the Seals averaged 4,116 persons per regular season game, and 6,156 during the playoffs. The Warriors of the National Basketball League averaged an estimated 2,500 per home game during their 1962-63 season. Wrestling exhibitions, however, are the top individual drawing card at the Cow Palace. Attendance ranges between 12,000 and 17,000 (capacity). The Manager's Office informed Real Estate Research Corporation that the Indoor Track Meet held

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in February 1963 was one of the most successful of recent events held in the Cow Palace, and that it expected this to become a highly successful annual event in the future because of heavy track interest in the Bay Area.

Rental Policy. The Cow Palace leases the arena on a 10 percent percentage lease plus reimbursables. The concession lease is 28 percent of gross receipts. Parking charges are \$.50 and \$1.00. The latter is charged for preferred locations.

These income sources provided Cow Palace management with an operating profit of \$295,000 in 1962-63, exclusive of the Grand National and Junior Grand National Livestock Expositions, which the former income helps to subsidize.

San Francisco Civic Auditorium. This facility, now undergoing remodeling to provide for more efficient utilization of space, is located in San Francisco's Civic Center. Its management reports some 220 to 230 event days of use annually by conventions, sports events, circuses, ice shows, and dances. The facility is used in conjunction with Brooks Hall, a 89,040 square foot exhibit hall built in 1958, which lies under Civic Center Plaza. These facilities serve each year about 12 major conventions which have an average stay of four to five days.

The remodeling of Civic Auditorium will provide some 60 meeting rooms. Larkin and Polk Hall, in the facility, have seating capacities of 900 and 700 persons respectively. These facilities give San Francisco a formidable selling point for State and national convention business as well as for trade and consumer shows using the Brooks Hall exhibit areas.

The management informed Real Estate Research Corporation that its combined annual revenue from these facilities ranges from \$220,000 to \$230,000. Of these amounts, some \$170,000 to \$180,000 is rental income, and about \$50,000 is concession income. The City of San Francisco take five per cent of the gross on food sales and 31.1 per cent on all other sales.

Operating expenses average \$180,000 to \$190,000. The City maintains a staff of 22 permanent employees for both the Civic Auditorium and Brooks Hall.

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Richmond Memorial Auditorium. This 3,756-seat arena-type facility which opened in 1951 had 150 event days of use in 1962-63. The facility has heavy use from wrestling exhibitions roller derbies, square dance groups and a variety of civic and general events. It does not have an ice rink.

The Auditorium operates at a loss. Recent operating data indicate this financial performance:

	<u>Fiscal 1957-58</u>	<u>Fiscal 1962-63</u>
Operating revenues	\$35,030	\$44,000
Operating expenses	<u>75,857</u>	<u>74,000</u>
Operating Profit (Loss)	(\$40,827)	(\$30,000)

The facility has a very small rental schedule. The minimum charge is \$125 per event, or 10 percent of the gross up to a maximum of \$400. Noncommercial users pay a flat \$125, and religious groups pay only \$93.75 per use. The concessionaire pays 25 percent on gross receipts from sales. Free parking is provided at the site.

Exhibit Facilities

Table 13 lists five of the principal public and private exhibit areas in the Bay Area available to organizations and groups presenting various types of consumer and trade shows and exhibits held in conjunction with conventions.

Oakland's Exposition Hall in the Auditorium Complex is an airplane hangar type structure with some 49,000 square feet of unobstructed floor area. The surface is macadam.

The major event has traditionally been the California Spring Garden and Home Show which attracted 150,000 persons during its 10-day run in 1963. This show is sponsored by the State of California, and is in its 31st year. Other recent consumer shows held in the Exposition Hall were the newly-organized Fashions in Food Show sponsored by the 22 Kiwanis Clubs of Alameda County. This three-

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day event attracted 22,000 persons during its first year in 1963. The U.S. Post Office Department has used the Hall as a Christmas mail center each December. As shown in Table 19, the roller derby accounted for the heaviest share of event days in 1962.

Table 19 EVENT PERIODS OF USE OF OAKLAND EXPOSITION BUILDING
CALENDAR YEAR 1962

<u>Type of Event</u>	<u>Event Days</u>
Roller derby	27
Midget indoor auto racing	12
National Roadster Show	10
California Spring Garden and Home Show	12
U.S. Post Office Christmas Mail Distribution Center	31
Miscellaneous events	13
Total	105*

*Does not include move-in or move-out days.

Source: Compiled from schedule of events of Oakland Auditorium.

The Cow Palace has the major share of exhibit floor area in the Bay Area. Its total of 315,200 square feet is used in total or in part by the Grand National and Junior Grand National Livestock Shows, and by the Wescon Trade Show. Brooks Hall, as cited earlier, is used for exhibits of trade and consumer shows. The California Masonic Memorial Temple in San Francisco leases its 16,500 square foot exhibit hall for public uses when not in use by Masonic groups.

Insofar as the immediate Oakland area is concerned, a few of the hotels can provide some exhibit facilities. Berkeley's Claremont Hotel provides 23,500 square feet. The research team found in its survey of Oakland hotels and motels that several can provide small amounts of floor area in existing meeting rooms or hallways for exhibit use. Few have any formal exhibit halls, per se.

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D. Anticipated Use of the Coliseum's Facilities

1. Factors in Potential Use

The Coliseum's potential as a major sports and recreational center in the East Bay area will depend on the quality of the facility itself and the principal events held there, year-in and year-out. This study deals with the physical facility, only insofar as preliminary plans may affect the potential use of the Coliseum and thus have an economic impact on its operation.

The market analysis of this section gives primary consideration to specific types of users, the public's interest in particular sports events, and the estimate of probable public attendance at various Coliseum events. The actual financial performance will be determined through box office support and discretionary expenditures of those attending the various Stadium and Arena events. This future performance record will depend primarily on achievement of the following economic standards:

- a. The population and economic activities in the East Bay will continue to grow so that underlying family income potential for commercial-recreational activities of the type proposed for the Coliseum will increase.
- b. The Coliseum will compete favorably with other regional commercial-recreational facilities for its share of the regional market.
- c. The attractions presented will be varied, and have broad public and family appeal.
- d. Oakland will succeed in its efforts to obtain a major league baseball tenant with a long-term commitment for the Stadium.
- e. This major league team, and those professional, college or other teams using the Stadium or Arena as home facilities will perform at a level to warrant strong public support at the box office.
- f. The City and the County will adopt policies concerning rental terms, concession and other revenue-producing items comparable to those at newer facilities throughout the United States.

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The estimates of the projected number of days of use of the facilities over a normal operating year, and of the probable attendance by major events, are based on:

- a. Existing Bay Area experience for selected events.
- b. The results of extensive interviewing and analysis of consumer attitudes.
- c. Experiences and trends in commercial recreation in other major metropolitan areas.

The "normal operating year" which is used in this section is defined as the third year following completion of the Coliseum facilities. For major league baseball it is assumed that the normal operating year would be the third complete season of play in Oakland. The normal year is thus one of definition, in that it is a period in which the novelty of a new facility has run its course, and the facility is operating strictly on the basis of public interest in the attractions offered.

2. Demand by Alameda County Residents for Selected Sports Events

The recent history of Bay Area sports attendance has been presented in Section B of this chapter. This picture points out the box office power of major types of commercial sports events similar to those expected to be held in either the proposed Stadium or Arena. The actual interest of Alameda and Contra Costa County residents is not shown in Section B, other than by an inference that Oakland Auditorium events are drawing primarily from this Trade Area.

We conducted a household survey to learn of the interest of these residents in selected spectator sports which seem likely candidates for the Coliseum, to indicate its potential market. The results of the household survey are shown in the Addenda. Ice skating shows, major league baseball and professional and college football hold the most interest. About 50 per cent of respondents indicated that they were very interested in major league baseball. Ice skating shows, however, hold almost as universal an appeal as baseball. Less than 25 per cent stated "not interested" in this popular family-type spectator event.

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Persons who indicated that they had at some time attended any of the selected events were asked to state the number of such events attended over the past year. Major league baseball was first. Some 43 per cent of Alameda and Contra Costa County residents interviewed had been to at least one major league game. Fourteen per cent had attended four or more games. Pro football attracted 22 per cent for at least one game. Only six per cent, however, saw as many as four games.

The popularity of ice skating shows is apparent. As many as 58 per cent of Alameda and Contra Costa County respondents have attended an ice skating show at one time or another. Over the past year 17 per cent actually attended one performance.

Table 20

GENERAL DEGREE OF INTEREST OF ALAMEDA AND
CONTRA COSTA COUNTY RESPONDENTS IN SELECTED SPORTS EVENTS

<u>Event</u>	<u>Very Interested</u>	<u>Somewhat Interested</u>	<u>Slightly Interested</u>	<u>Not Interested</u>
Pro football games	27%	19%	17%	36%
College football	21	16	23	39
Big League baseball	49	15	10	26
Pro basketball	18	13	17	52
College basketball	15	13	17	55
Pro ice hockey	12	13	17	58
Professional boxing	20	11	14	55
Professional wrestling	15	5	12	67
Ice skating shows	42	22	11	24

Alameda and Contra Costa Counties are referred to as the Primary Trade Area in the household survey. (See Addenda for more detailed results.)

Source: Survey conducted by Field Research Corporation for Real Estate Research Corporation.

Table 21

ATTENDANCE OF RESPONDENTS IN PRIMARY AREA AT SELECTED COMMERCIAL RECREATIONAL EVENTS

Event	Persons Who Have Ever Attended This Particular Event	Number of Events Attended in Past Year				
		One	Two	Three	Four or More	None
Pro football	49%	6%	7%	3%	6%	26%
College football	54	9	5	2	4	34
Big League baseball	62	13	11	5	14	18
Pro basketball	23	4	2	*	1	14
College basketball	36	5	1	*	4	25
Pro ice hockey	22	3	1	1	1	15
Professional boxing	29	2	1	*	3	22
Professional wrestling	23	3	*	*	3	17
Ice skating shows	58	17	1	2	*	38

* Less than one-half of one per cent

The Primary Area comprises Alameda and Contra Costa Counties.

Source: Survey conducted by Field Research Company for Real Estate Research Corporation.

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The poorest attendance is recorded for wrestling, boxing, pro basketball, and pro ice hockey. The latter sport has just returned to the Bay Area after an absence of many years. The San Francisco Seals, as noted in Section B, developed a fairly substantial following during the 1962-63 season just ended.

3. Market Support for Specific Coliseum Events

The heaviest use of the Coliseum's facilities is expected to be by a cross-section of spectator sports. Support for these attractions is expected to come primarily from the Coliseum's Primary Trade Area: Alameda and Contra Costa Counties. Strong support, however, is expected to come from a Secondary Trade Area: San Francisco, San Mateo, and Marin Counties. Minor support is expected from beyond these more immediate areas.

The survey of households has established specific consumer preferences for a variety of spectator sports events which may be held at the Coliseum among a cross-section of residents in the Primary and Secondary Trade Areas. The results are shown in Table 22 and Table 23.

Major league baseball has strong appeal. Some 73 per cent of Alameda and Contra Costa County residents interviewed expressed an interest in attending at least one game a year at the Coliseum. Nearly 50 per cent in the Secondary Trade Area expressed similar interest. Pro football also has strong appeal as a potential Coliseum sport, with a 50 per cent interest in the Primary Trade Area and 30 per cent in the Secondary Trade Area. Pro wrestling exhibitions and boxing elicited the least interest among the 616 persons interviewed.

Although not a sports attraction in the usual sense, ice skating shows received a tremendously favorable response from those persons interviewed. In the Primary Trade Area, 76 per cent expressed interest in attending such an attraction if held at the Coliseum. About 55 per cent of persons interviewed in the Secondary Trade Area indicated a similar response.

Table 22

INTEREST OF PRIMARY AREA RESPONDENTS IN POTENTIAL OAKLAND-ALAMEDA COUNTY COLISEUM EVENTS

Event	(1) Would Probably Attend Majority	(2) Would Probably Attend Several a Year	(3) Would Probably Attend Two or Three a Year	(4) Might Attend One a Year	Total (1)-(4)	(6) Probably Would Not Attend Any	(7) Definitely Would Not Attend Any	(8) Don't Know
Pro football	14%	15%	17%	15%	61%	21%	15%	4%
College football	7	7	18	18	50	23	21	5
Big League baseball	22	25	15	11	73	13	12	2
Pro basketball	5	11	12	16	44	21	28	6
College basketball	3	10	9	16	38	24	32	5
Pro ice hockey	4	9	9	17	39	22	31	8
Professional boxing	6	6	10	12	34	17	42	6
Professional wrestling	5	5	6	10	26	18	46	10
	Definitely Would Attend Ice Show	Probably Would Attend Ice Show			Probably Would Not Attend	Definitely Would Not Attend	Qualified Answers	
Ice show	40%	36%			11%	9%	2%	

Source: Survey conducted by Field Research Corporation for Real Estate Research Corporation.

Table 23

INTEREST OF SECONDARY AREA RESPONDENTS IN POTENTIAL OAKLAND-ALAMEDA COUNTY COLISEUM EVENTS

Event	(1) Would Probably Attend Majority	(2) Would Probably Attend Several a Year	(3) Would Probably Attend Two or Three a Year	(4) Might Attend One a Year	Total (1)-(4)	(6) Probably Would Not Attend Any	(7) Definitely Would Not Attend Any	(8) Don't Know
Pro football	2%	9%	13%	21%	45%	22%	31%	3%
College football	3	4	12	11	30	29	38	4
Big League baseball	7	13	14	15	49	20	30	2
Pro basketball	2	5	10	10	27	27	42	4
College basketball	1	5	6	8	20	28	48	4
Pro ice hockey	2	3	7	14	26	21	49	5
Professional boxing	2	6	5	8	21	15	60	4
Professional wrestling	2	3	3	5	13	14	68	5
	Definitely Would Attend Ice Show	Probably Would Attend Ice Show			Probably Would Not Attend	Definitely Would Not Attend		Qualified Answers
Ice show	19%	36%			22%	23%		1%

Source: Survey conducted by Field Research Corporation for Real Estate Research Corporation.

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4. Geographic Pull of Selected Bay Area Events

Stadium and arena sports events in the Bay Area exhibit varying degrees of geographic penetration with regard to Alameda and Contra Costa County residents. Respondents were asked to state the number of miles they had traveled to attend nine selected sports or sports-related events. These responses are shown in Table 24.

Generally, responses indicate the regional pull of four particular events: Big League baseball, pro football, pro ice hockey and ice shows. Results support the probability that similar sports attractions held at the proposed Coliseum would exert a strong regional pull. They also place a more local or community penetration limit on such attractions as boxing and pro and college basketball. These are important controlling factors in estimating future attendance capabilities of these latter events at the Coliseum.

a. Major League Baseball

The regional drawing power of baseball indicates that some Alameda and Contra Costa County residents drive extensive distances to attend the San Francisco Giants' games at Candlestick Park. Some 36 percent travel at least 30 miles, and 19 percent at least 40 miles.

The regional penetration of the Giants is borne out by the extensive license plate survey conducted by the staff of Real Estate Research Corporation at two games during the 1963 season at Candlestick Park. License plate checks were made both at a weekday night game and a Saturday afternoon day game to measure the regional drawing power of the Giants. The results are presented in Table 25. Insofar as the general East Bay region is concerned, the five counties which we included in this broad attendance area contributed just over one-third of the Giants' attendance. The proportion from Alameda and Contra Costa Counties did not change significantly from the weekday game to the weekend game.

Table 24

NUMBER OF MILES TRAVELED TO SELECTED EVENTS IN ALAMEDA AND CONTRA COSTA COUNTIES

Event

Pro football

College football

Big League baseball

Pro basketball

College basketball

Pro ice hockey

Professional boxing

Professional wrestling

Ice skating shows

Source: Survey conducted

Table 24 NUMBER OF MILES TRAVELED TO SELECTED EVENTS THE LAST TIME ATTENDED BY RESPONDENTS IN ALAMEDA AND CONTRA COSTA COUNTIES

Event	Less than 5 Miles	5 - 9 Miles	10-19 Miles	20-29 Miles	30-39 Miles	40-49 Miles	50-74 Miles	75 or More Miles	Don't Know No Answer
Pro football	4%	7%	18%	40%	14%	9%	1%	1%	6%
College football	20	25	19	16	6	1	5	5	3
Big League baseball	1	1	16	44	17	11	8	-	2
Pro basketball	31	6	17	31	6	6	3	-	3
College basketball	39	27	9	16	-	2	2	2	2
Pro ice hockey	10	-	10	28	24	10	10	3	3
Professional boxing	29	7	29	14	7	4	4	4	4
Professional wrestling	13	9	13	26	22	9	-	-	8
Ice skating shows	4	2	21	38	17	9	5	-	4

Source: Survey conducted by Field Research Corporation for Real Estate Research Corporation.

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The Giants, as shown in Table 25, draw well from San Francisco, San Mateo and Santa Clara Counties. Candlestick Park is easily accessible from most points in these three areas. As far as more distant East Bay areas are concerned (other than Alameda and Contra Costa Counties) the Giants do not pull nearly as well. The City of Stockton, Napa and Solano Counties, and other non-metropolitan areas to the north and east of Oakland contribute only a minor share of Giant patronage. Sacramento, which lies some 80 miles from San Francisco, as might be expected accounted for only 2.5 per cent of the weekday night game attendance, but nearly six per cent of weekend attendance.

The proposed Nimitz-Hegenberger site in Oakland lies closer to these Eastern and Northern geographic areas than Candlestick, and about equidistant to large segments of Santa Clara County. Major league baseball in Oakland would provide a physical interceptor point between Candlestick and Alameda, Contra Costa and other regional areas lying contiguous to these counties.

b. Pro Football

Certain Alameda and Contra Costa County residents travel about as far to attend pro football games as Giant baseball games. This also lends support to the prospects for attendance at future professional football games in the Coliseum from the Bay region, as the basis of an apparent willingness to travel considerable distance to attend a major game. At least one-fourth of all persons interviewed in Alameda and Contra Costa Counties stated they had travelled 30 or more miles to attend their last pro football game, either at Kezar Stadium or Youell Field in Oakland.

c. Pro Ice Hockey and Ice Shows

The household survey also revealed a willingness of Alameda and Contra Costa County residents to travel fairly long distances to attend professional ice hockey games and ice skating shows such as the Ice Follies and Ice Capades. These are two major spectator events which have been assumed as potential attractions at the Oakland-Alameda County Coliseum.

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Table 25 DISTRIBUTION OF PRIVATE AUTOS AT CANDLESTICK PARK BY PLACE OF RECORDED REGISTRATION

Area	Tues. Night Game 7/2/63 (Giants-Milwaukee Braves) ^a	Sat. Day Game 7/6/63 (Giants-St.L. Cardinals) ^b
<u>General Bay Area</u>		
East Bay Counties		
Alameda	15.7%	16.4%
Contra Costa	7.7	7.5
Santa Clara	9.9	12.0
Napa	1.2	0.6
Solano	1.4	1.1
	35.9%	37.6%
West Bay Counties		
San Francisco	32.0	18.4
San Mateo	14.4	13.3
Marin	4.2	3.6
	50.6%	35.3%
Total Bay Area	86.5%	72.9%
<u>Other Calif. Metropolitan Areas</u>		
Sacramento	2.5	5.9
Stockton	1.0	1.8
Fresno	0.7	2.6
Los Angeles-Long Beach	2.7	2.2
San Diego	0.6	0.8
San Bernardino-Riverside-Ontario	0.4	0.2
Bakersfield	0.1	0.6
Total	8.0%	14.1%
<u>Northern Non-Metro Counties</u>	1.4	4.8
<u>Central Non-Metro Counties</u>	3.0	5.6
<u>Military Base Registration</u>	0.1	-
Grand Total	100%	100%

Note: Based on 1,050 license plates recorded on 7/2/63; and 883 for 7/6/63.

^aEstimated attendance of 13,000. Giants were in third place in National League and Milwaukee, sixth place, on this date.

^bEstimated 30,000 attendance. Giants were in third place, and St. Louis fourth place.

Source: License plate survey by Real Estate Research Corporation.

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d. Professional Wrestling

Among those respondents attending professional wrestling exhibitions, 31 percent had traveled at least 30 miles, and 57 percent at least 20 miles. Wrestling cards have been presented in recent years at the Cow Palace, Richmond Arena and the Oakland Auditorium in the immediate regional area. Until recently, wrestling had been held on a fairly regular basis in the Oakland Auditorium. The distances traveled, as shown in Table 24 would indicate that many Alameda and Contra Costa County residents by-passed Oakland cards for those in other regional areas. The infrequency of Oakland attractions, and perhaps their caliber, would appear to be factors preventing Oakland from intercepting local area patronage of wrestling exhibitions.

5. Projected Use of the Stadium

a. Major League Baseball

It is expected that the stadium's design will permit both baseball and football. We have assumed that the Coliseum will be used primarily as a baseball stadium during the spring and summer, and as a football stadium in the autumn. Since most modern public stadiums serve other types of users, such as occasional boxing shows, religious convocations and civic gatherings, we have also assumed that Coliseum, Inc. would lease the facilities at times not committed to the primary baseball and football tenants.

The estimates of probable attendance assume that Oakland and Alameda County will be successful in obtaining a major league baseball club as the prime tenant. The pro football estimates assume that Oakland will continue to be represented in the American Football League, and that the Stadium will replace Youell Field as the home field. We have also assumed that a certain number of college football games will be scheduled each fall in the Stadium by certain area colleges.

The estimated attendance of an Oakland major league team for its third full year of operations in Oakland is about 900,000 paid admissions.

This estimate is based on a combination of determinants. The interest expressed by persons in the Primary and Secondary Trade Areas in major league

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Table 26

League Standing

1st
2nd
3rd
4th
5th
6th
7th
8th
9th
10th

baseball in the proposed Stadium is a highly favorable indication of a team's acceptance. The central location of the Stadium in reference to regional population growth in the East Bay is also important. The Stadium will be easily accessible from many metropolitan points, as indicated in Chapter II. Although the Bay Area Rapid Transit System may not be in place by the third year of the team's operation in Oakland, its station planned near the 73rd Street Coliseum entrance point is expected to expedite the transportation of Bay Area residents to and from Coliseum events. There is strong interest in baseball, as demonstrated by the success of the San Francisco Giants since this club's entry into San Francisco in 1958 and by the response to the consumer survey cited earlier. These favorable factors will materially benefit the major league baseball tenant. Despite these favorable signs of a potential future market for another major league team in the Bay Area, we feel that the primary determinant of attendance year-in and year-out is a team's position in the league standings.

a) 1961 and 1962
Totals.

b) 1962 only.

c) 1962 only.

d) First year of play of New York Mets and Houston Colt .45s.

e) 1962 only.

Source: The Sports Illustrated

We have examined extensively the past 10-year history of attendance in both the American and National Leagues to determine the relationship between league standing and attendance. These results are shown in Table 26. For the past decade teams finishing lower than 4th place in both leagues have averaged less than one million paid admissions. Only teams finishing in 5th place or better had average attendance figures exceeding 900,000. The exceptions were such teams as the 1962 Houston Colt .45s, which attracted 924,456 during their first year of league play, or the New York Mets which drew 922,530 in their first year in the National League.

As a rule, attendance declines as a team sinks or remains somewhat permanently in the second division. The exceptions are those years immediately following entry into a city. Most teams draw well during the first two years, capitalizing on novelty or the pent-up interest of the local population in seeing major league teams. After this transitional period, the quality of the team controls annual attendance. As shown in Table 27, relocated teams all have drawn over one million during the first year, regardless of league standing. Subsequent attendance, however, is largely a function of league standing.

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Table 26

AVERAGE ATTENDANCE FOR MAJOR LEAGUE TEAMS
BY FINISHING POSITION FOR TEN-YEAR PERIOD, 1953-1962

League Standing	American League	National League
1 st	1,507,057	1,523,921
2 nd	1,228,473	1,720,400
3 rd	1,214,853	1,182,520
4 th	1,075,988	1,149,663
5 th	962,158	951,095
6 th	886,096	820,399
7 th	867,339	895,689
8 th	570,155	705,377
9 th	638,926 a)	609,802 c) d)
10 th	729,775 b)	922,530 d) e)

a) 1961 and 1962 season only. First years of play for Los Angeles Angels and Minnesota Twins.

b) 1962 only. Attendance of Washington Senators.

c) 1962 only. Attendance of Chicago Cubs.

d) First year of play of New York Mets and Houston Colt .45s.

e) 1962 only. Attendance of New York Mets.

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

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Table 27 ATTENDANCE IMPACT OF MAJOR LEAGUE BASEBALL TEAMS DURING FIRST SEASON IN A NEW CITY

Location	Moved From	Year	Attendance		% Increase
			Year Prior To Move	1 st Year New Location	
<u>American League</u>					
Baltimore	St. Louis	1954	297,238 (8)*	1,060,910 (7)*	256.9
Kansas City	Philadelphia	1955	304,666 (8)*	1,393,054 (6)*	357.2
Minnesota	Washington	1961	743,404 (5)*	1,256,723 (7)*	69.0
Los Angeles		1961**		603,510 (8)*	
<u>National League</u>					
Houston		1962**		924,456 (8)*	**
Los Angeles	Brooklyn	1958	1,028,256 (3)*	1,845,556 (7)*	79.5
Milwaukee	Boston	1953	281,278 (7)*	1,826,397 (2)*	549.3
New York		1962**		922,530 (10)*	**
San Francisco	New York	1958	653,923 (6)*	1,272,625 (3)*	94.6

* () Indicates League Standing at end of season.

** First Year in League

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

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Tables 28 and 29 indicate the relationship of league standing and attendance for American and National League teams which are either new or relocated franchises. American League teams that moved were second division teams at the time of relocation, and they still were in the second division in years three through five. The opening year spurt was eliminated rapidly. Attendance appears to hold up only when the team moves up into the first division. The three National League teams which relocated were all in the first division during the third, fourth and fifth years. Milwaukee, however, began a long decline from a high of 2,215,000 in its fifth year down to 767,000 in its tenth year, 1962.

If an American League team relocated in Oakland, it would face direct competition from the San Francisco Giants. The latter team is firmly established in the Bay Area sports scene. The Giants have also been a National League contender during five of their six seasons in San Francisco. The Giants are expected to be contenders for some time, an opinion based on the quality of present personnel. If the Oakland club is not an American League contender, then it will face market dominance by the Giants. The latter have been in the Bay Area for six years, and have the advantage of having already built up a following of fans. The Oakland club -- after its initial years of introducing American League baseball to the area -- will have to develop into a contender if it is to bid successfully for a box-office draw of over 900,000 persons. If the club is a tail-ender in American League standings on a somewhat permanent basis, attendance could be well below the 900,000 mark for certain later years.

Building a winning team has proven a long, arduous task in major league baseball. It requires long-range player development programs which yield results only after a number of years. Oakland has shown in the past that it will support winning teams. This refutes claims that the area does not draw well for sports events. In 1948, for example, when Oakland finished first in the Pacific Coast League, it drew 552,072 -- playing in its obsolete 15,000-seat park in Emeryville. That same year the San Francisco Seals, who finished second in the PCL, drew 606,563. The latter team, however, played in Seals Stadium which had 22,500 seats.

The estimated 900,000 attendance during the third season of play assumes that the Oakland entry will neither be a contender nor a last-place team.

Table 28

RELATIONSHIP OF LEAGUE STANDING AND SEASON ATTENDANCE
FOR NEW OR RELOCATED MAJOR LEAGUE FRANCHISES
(American League)

	Year of Operation								
	1	2	3	4	5	6	7	8	9
<u>Baltimore Orioles</u>									
League Standing	7	7	6	5	6	6	2	3	7*
Attendance (000's)	1,061	852	901	1,030	830	892	1,188	951	790
Index a)	115.3	92.6	97.9	111.9	90.2	97	129	103.4	85.9
<u>Kansas City A's</u>									
League Standing	6	8	7	7	7	8	9	9*	
Attendance (000's)	1,393	1,015	901	925	964	775	684	636	
Index a)	149.8	109	96.9	99.4	103.7	83.3	73.5	68.4	
<u>Los Angeles Angels</u>									
League Standing	8	3*							
Attendance (000's)	604	1,144							
<u>Minnesota Twins</u>									
League Standing	7	2*							
Attendance (000's)	1,257	1,433							

* Indicates 1962 Season.

a) Index is based on the average of the third, fourth and fifth years' attendance. This average equals 100.

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

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Table 29

RELATIONSHIP OF LEAGUE STANDING AND SEASON ATTENDANCE
FOR NEW OR RELOCATED MAJOR LEAGUE FRANCHISES
(National League)

	Year of Operation									
	1	2	3	4	5	6	7	8	9	10
<u>Houston Colt 45's</u>										
League Standing	8*									
Attendance (000's)	924									
<u>Los Angeles Dodgers</u>										
League Standing	7	1	4	2	2*					
Attendance (000's)	1,846	2,071	2,254	1,804	2,755					
Index a)	81.3	91.2	99.3	79.4	121.3					
<u>Milwaukee Braves</u>										
League Standing	2	3	2	2	1	1	2	2	4	5
Attendance (000's)	1,826	2,131	2,006	2,046	2,215	1,971	1,749	1,498	1,101	767
Index a)	87.4	102	96	98	106	94.4	83.7	71.7	52.7	36.7
<u>New York Mets</u>										
League Standing	10*									
Attendance (000's)	923									
<u>San Francisco Giants</u>										
League Standing	3	3	5	3	1*					
Attendance (000's)	1,273	1,422	1,795	1,391	1,593					
Index a)	79.9	89.3	112.7	87.3	100					

* Indicates 1962 Season.

a) Index is based on the average of the third, fourth and fifth years' attendance. This average equals 100.

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

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Another element which may have an important impact on the drawing power of an Oakland team is pay television. If closed circuit TV should be introduced in the Bay Area, with the San Francisco Giants selling their game rights to a commercial lessee, then this development could cut into some part of the Oakland club's box office support. No estimate of market impact can be made until more tangible evidence exists that such an innovation would be attempted by the Giants and their lessee group on a broad scale in the Bay Area.

The number of home playing dates depends on the number of double-headers scheduled. Merely as a guide, the Los Angeles Angels had 75 home playing dates during the 1963 American League season. If only single games were played, the Oakland team would have 81 home playing dates.

b. Football

It is anticipated that approximately 14 football playing dates would be scheduled during the third year of Stadium operations. There are seven professional football league games, two professional exhibition games, three college and two high school games expected.

The Coliseum is proposed as the home field for the Oakland Raiders of the American Football League, and an occasional home field for regional colleges seeking greater seating capacities for top games. San Jose State, for example, expressed interest in the Coliseum when contacted. There might be one such college football tenant annually to play one or more games of its competitive schedule. San Jose now plays an intersectional schedule with larger universities, and plays the bulk of its games on the road because of stadium limitations. No college or university athletic department contacted, however, is in a position to make any commitment at this time on possible use. After surveying the area collegiate football scene, it would be reasonable to project a minimum of three college games annually. Similarly, there is expected to be interest on the part of high schools, particularly for championship games.

Based on an analysis of American Football League attendance, (see Table 7), the attendance at pro football games is expected to average about 25,000 persons per game. This estimate for Oakland is based on a Raider team which will remain in contention at least throughout the bulk of the season. The three-game average for college games is expected to be about 30,000; and the two-game high school average about 15,000.

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c. Other Uses

Based on the rental experience in other public-owned major league baseball stadiums such as Baltimore Memorial Stadium, Milwaukee County Stadium, Minnesota's Metropolitan Stadium and D.C. Stadium in Washington, there will be a variety of supplemental users of the Stadium. No attempt is made to select the exact events. The potential list might include some of the following: Boy Scout activities, variety shows, semi-pro baseball, wrestling, boxing, religious assemblies, patriotic ceremonies and Fourth of July fireworks.

No attendance estimates are given here since most of these events would normally be charged a flat rental with the exception of boxing and wrestling cards.

Table 30 summarizes the event activity expected at the Stadium facility.

Table 30

STADIUM USE, EVENT DAYS AND TOTAL ATTENDANCE
(Third Year of Operation)

<u>Type of User</u>	<u>Event Days</u>	<u>Total Attendance</u>
Major league baseball	75 ^a	900,000
Football:		
Professional	9	225,000
College	3	90,000
High School	2	30,000
Miscellaneous ^b	<u>10</u>	-
Total	99	

^aIncludes 69 single games and 6 doubleheaders.

^bAccording to the Stadium plans, no track will be constructed.

Source: Real Estate Research Corporation.

¹As defined by arena and auditorium managers, an event day is a specific daily period of use by a tenant. It could be a morning, afternoon or evening booking, or any combination of these including all-day bookings. It is possible then to have three event days recorded for one day if three different users occupy the Arena during any given day.

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This total expected use may be compared with the following public stadiums with major league baseball as the primary tenant:

Stadium	Annual Event Days	
	Public	Private
Baltimore Memorial Stadium		99
Milwaukee County Stadium		98
Washington D.C. Stadium		95
Minnesota Metropolitan Stadium		90
Candlestick Park		85

The projected use for the Oakland-Alameda County Stadium would be approximately the same as at these selected newer facilities.

6. Projected Use of the Arena

The Arena is to be used for a variety of sports and other spectator events, and as a public and convention meeting and exhibit facility. In projecting use of the facility, we have drawn heavily on the experience of Oakland and other Bay Area commercial recreation activity in recent years. This experience which sets the background for the potentials of the proposed Coliseum is discussed in Section III-B. We also considered the results of the consumer survey on the matter of general sports interests and specific interest in possible Coliseum events. And finally, our estimates of potential use were given direction by discussions with numerous promoters, team owners, league officials, impresarios, and convention and trade show directors. The information furnished by the latter on their future plans in the Bay Area, and their reaction to use of the Coliseum itself, assisted substantially in preparation of the estimated use of the facility shown in Table 31.

a. Event Days¹

The Arena will be used an estimated 253 public days -- and another 25 days for set-up and tear-down -- during its third year. These include the following breakdown: sports, 92 event days; public ice skating, 50; spectaculars, 40; exhibit-type shows, 28; other shows, 8; community service events, 35; and conventions, 10.

¹As defined by arena and auditorium managers, an event day is a specific daily period of use by a lessee. It could be a morning, afternoon or evening booking, or any combination of these including all-day bookings. It is possible then to have three event days recorded for one day if three different users occupy the Arena during any given day.

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Table 31 ARENA USE, EVENT DAYS AND ATTENDANCE BY TYPE OF EVENT
(Third Year of Operation)

Arena Use	Event Days		Attendance		Arena Seating Capacity for Selected Events
	Public Days	Set-Up Tear-Down Days	Total	Average Per Performance	
Sports Events					
Ice hockey					
Professional	35	-	140,000	4,000	10,500
Amateur ^a	6	-	6,000	1,000	10,500
Public skating	50	-	15,000	300	-
Basketball					
Professional	10	-	60,000	6,000	11,500
College	15	-	67,500	4,500	11,500
High School	4	-	40,000	10,000	11,500
Exhibition (Globetrotters)	2	-	18,000	9,000	11,500
Boxing	4	-	16,000	4,000	13,800
Wrestling	4	-	24,000	6,000	13,800
Roller derby	6	-	24,000	4,000	11,500
Indoor track	2	2	20,000	10,000	10,500
Professional tennis	2	-	8,000	4,000	11,500
Horse & equestrian shows	2	2	8,000	4,000	10,500
Spectaculars					
Ice shows	12	2	72,000	6,000	10,500
Circuses	10	2	65,000	6,500	10,500
Rodeos	2	2	15,000	7,500	10,500
Boy Scout-O-Ramas, etc.	2	2	10,000	5,000	10,500
Pageants, beauty contests, etc.	4	-	26,000	6,500	13,800
Variety shows and benefits	10	-	60,000	6,000	13,800
Exhibit-Type Shows ^b					
Consumer shows	20	4	150,000	7,500	-
Trade shows	8	4	36,000	4,500	-
Other Shows					
Dog and cat shows	3	2	12,000	4,000	-
Fashion shows	1	1	5,000	5,000	-
Miscellaneous	4	2	16,000	4,000	-

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Table 31 (Continued)

Arena Use	Event Days		Attendance		Arena Seating Capacity for Selected Events
	Public Days	Set-Up Tear-Down Days	Total	Average Per Performance	
Community Service Events					
Religious convocations	5	-	40,000	8,000	13,800
Political meetings	2	-	10,000	5,000	13,800
School assemblies and graduation exercises	4	-	40,000	10,000	13,800
Other ceremonials	3	-	9,000	3,000	13,800
Banquets	3	-	7,500	2,500	-
Dances (square and regular)	6	-	24,000	4,000	-
Business dealer meetings	2	-	2,000	1,000	13,800
Conventions	10	-	35,000	3,500	13,800
Total	253	25	1,081,000		

a) Assumes that public skating would be presented during slack period in Arena bookings, and for days following scheduled hockey games if Arena is not otherwise committed.

b) Includes such types of walk-through shows as: home furnishings, hobby, auto, sportsmen's, machinery and equipment which require more floor area than the 70,000 square foot exhibit area to be included in the Stadium structure.

Source: Real Estate Research Corporation.

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1. Sports Events

A wide variety of sports attractions are anticipated. It is believed by Real Estate Research Corporation after extensive review of the professional ice hockey scene that an Oakland franchise application would receive favorable consideration by the Western Hockey League. A 35-game pro ice hockey and 6-game amateur hockey schedule is assumed. Some 31 pro, college, high school and exhibition basketball games are expected to be held in the Arena. The San Francisco Warriors' management expressed interest in staging part of its NBA schedule in Oakland. Several area colleges are also considered tenants for certain League or Tournament games.

Professional boxing and wrestling exhibitions and the roller derby are not expected to be heavy users of the facilities except for those programs or cards which require a larger seating capacity than the existing Oakland Auditorium's. Otherwise, the latter facility will be in demand by promoters when a smaller seating capacity is required.

2. Public Skating

At least 50 event days of public skating have been included in the estimated calendar of potential events. The Arena will have permanent ice-making facilities to be used principally in connection with the operations of a professional ice hockey club playing there. Public skating has become a popular activity in such new West Coast arenas as Portland, Spokane and Bakersfield. Portland has 80 event days each year.

3. Spectaculars

Touring ice shows and circuses are assumed to be permanent annual features of the proposed Arena. As shown in the consumer survey of interest in sports or related spectator events, ice skating shows

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are extremely popular among Alameda and Contra Costa County residents. These family-type spectator events are equally popular among families residing elsewhere in the Bay Area. We estimate approximately 12 performances (12 event days) for ice shows; 10 for circuses; 10 for variety shows; and 8 for miscellaneous shows.

4. Exhibits and Other Shows

The Arena floor has 29,952 square feet which could be used as an exhibit area supplementary to the 70,000 square feet exhibit space to be provided in the adjoining Stadium. Those larger consumer trade shows that require over 70,000 square feet will be the primary users of the Arena floor area. Our analysis of this user potential indicates about 20 event days for consumer shows and 8 for trade shows, with another 8 days for set-up and take-down of exhibits.

We also estimate 8 event days for other shows, plus 5 set-up, take-down days.

5. Community Service Events

As listed in Table 31, the Arena is expected to be in demand by religious, civic, educational, and fraternal groups for meetings, banquets, ceremonies and dances. The general type of use will account for about 35 event days. It has been assumed that the Oakland Auditorium and other nearby auditorium, hotel and motel facilities will host the bulk of these community service events over the course of an average year.

6. Conventions

The Arena facility itself could be leased for about 20 event days if there were an adequate number of smaller meeting rooms complementing the former. But because current plans call for only 3 small meeting rooms covering a combined total floor area of only 5,200 square feet, it is felt that no more than 10 event days of use will occur. Convention groups usually want from

¹ See Appendix which gives a list of the facilities of the Research Corporation of Coliseum and Stadium, and also their interest in possible use of the Coliseum facilities.

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Table 22

ANTICIPATED USE

10 to 20 smaller meeting rooms, ranging in capacity from 350 persons to as few as 50 persons. ¹

The potential of the Coliseum as a convention center is seriously hampered by the restrictions imposed in present plans on number and size of meeting rooms in the connecting building which lies between the Arena and Stadium. The use of the Arena as a convention assembly center, together with the exhibit hall within the Stadium structure will be hampered because of this lack of meeting room facilities.

7. Projected Use of the Exhibit Hall - Meeting Room Facilities

The primary exhibit space provided will be the 70,000 square foot area to be constructed as part of the Stadium unit in a concourse underneath the stands. This floor area appears adequate for the requirements of average larger convention groups, and for the typical consumer and trade show events which have been held in Oakland in the past. Of course, 70,000 square feet would be completely inadequate if the Coliseum, Inc. management wished to attract major national trade shows. The trend in larger U. S. cities aggressively seeking the largest national conventions and trade shows is toward facilities of at least 200,000 square feet of open, unobstructed floor area. These facilities are accompanied by a large number of meeting rooms in adjoining areas.

With limitations on both exhibit area and meeting rooms in the Coliseum project, we feel that this will restrict the Coliseum to moderate-sized exhibit shows and to convention groups not requiring more than a few meeting rooms. Table 32 indicates our estimate of probable use of the exhibit and meeting room facilities.

¹ See Addenda which gives the results of the extensive mail survey (conducted by Real Estate Research Corporation) of California and national organizations concerning their requirements and also their interest in possible use of the Coliseum facilities.

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IV. PROJECTED FINANCIAL PERFORMANCE OF COLISEUM OPERATIONS

A. Introduction

The intensity of use of the Coliseum's multi-purpose facilities will be determinant of its annual revenue potential as a public recreational facility. For the Stadium, this intensity depends on the entry of a major league baseball tenant. Without 75 event days of major league baseball use each year, the Stadium would be largely unoccupied except during the fall, when football would move into the facility. As established in the market analysis in Section III-D, we have assumed a baseball tenant in preparing revenue and expense estimates.

This section analyzes the performances of the Stadium and Arena as separate facilities; then, it combines the performance of both major units in summary. We have assumed a normal or typical operating year in the financial tables. This is defined as the third year of operations of the facilities. In the specific case of the baseball franchise, the normal operating year is assumed to be the third year of League play in Oakland. We consider this to be a logical approach. First, the initial novelty or curiosity aspects of the new facilities and of a new major league team will have run their course. Second, Coliseum, Inc. will have an adequate period of time in which to work out its scheduling and booking handicaps inherent in a new operation.

Considerable perspective on operational policies in such matters as lease rates, sources of operating revenue, parking-attendance ratios, and per capita concession spending has been derived from interviews with the management of many publicly-owned major league stadiums, sports arenas and exhibit facilities. Much of this information is included within this section or in the Addenda Tables A-6 through A-20.

In the financial analysis, only matters related to operating revenues and expenses are considered. No depreciation allowances or debt service expenses are included. Our results are presented as "net operating income before interest and depreciation."

The analysis is presented in two parts: (1) the Stadium's performance; and (2) the Arena-Exhibit Hall's performance.

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B. Financial Performance of the Stadium: Operating Revenue

The principal users of the Stadium are expected to be major league baseball, pro football, college and high school football and some miscellaneous types of use. Baseball and pro football are considered to be the principal generators of potential Stadium revenue. Coliseum revenues will respond directly to the levels of attendance each attracts. We feel that the latter will be a function of League standing. To dramatize this point, Tables 33 and 34 were prepared. Table 33 illustrates, by use of an attendance scale and selected rental, concession and parking charges, the degree of expansion and contraction possible as the major league baseball team's attendance moves up and down the scale. The same variation in annual Coliseum, Inc. revenue obtainable as the direct result of pro football may be seen in Table 34. Thus, in projecting future revenues, considerable flexibility could result, depending on one's assumptions as to league standing and quality of play.

Table 33

POTENTIAL STADIUM REVENUES RESULTING FROM THE OPERATION
OF A MAJOR LEAGUE BASEBALL TENANT

Annual Attendance	I Stadium Rental		II Concessions			III Parking		
	Payment on Basis of \$.114 per Paid Admission (a)	Payment on Basis of \$.13 per Paid Admission (b)	Gross Concession Revenues Assuming Per Capita Spending of \$.70	Lease Agreements		Estimated Number of Private Cars Parked (e)	Estimated Revenues	
				7-1/2% of Gross Receipts (c)	10% of Gross Receipts (d)		\$.75 per Car	\$1.00 per Car
700,000	\$ 79,800 (\$125,000 min.)	\$ 91,000 (\$125,000 min.)	\$490,000	\$36,750	\$49,000	175,000	\$131,250	\$175,000
800,000	\$ 91,200 (\$125,000 min.)	\$104,000 (\$125,000 min.)	560,000	42,000	56,000	200,000	150,000	200,000
900,000	\$102,600 (\$125,000 min.)	\$117,000 (\$125,000 min.)	630,000	47,250	63,000	225,000	168,750	225,000
1,000,000	\$114,000 (\$125,000 min.)	\$130,000	700,000	52,500	70,000	250,000	187,500	250,000
1,100,000	\$125,400	143,00	770,000	57,750	77,000	275,000	206,250	275,000
1,200,000	136,800	156,000	840,000	63,000	84,000	300,000	225,000	300,000
1,300,000	148,200	169,000	910,000	68,250	91,000	325,000	243,750	325,000
1,400,000	159,600	182,000	980,000	73,500	98,000	350,000	262,500	350,000

Note: Table A-6 in the Addenda presents stadium rentals per paid admission, concession sales and parking/attendance ratios for selected major league stadiums in 1962.

- a) 11.4 cents is the 1962 rental payment of the San Francisco Giants expressed in per capita terms. The Giants pay a minimum rental of \$125,000, or 5% of net ticket sales, whichever is greater.
- b) 13.0 cents is the 1962 rental payment in per capita terms for both the Baltimore Orioles (AL) and the Milwaukee Braves (NL). Baltimore pays a minimum of \$75,000 or 7% of net ticket sales, whichever is greater.
- c) The New York Mets will operate under these terms when they move to Shea Stadium for the 1964 season. These are also the terms under which the Kansas City Athletics operate.
- d) Both the Minnesota Twins (AL) and the Baltimore Orioles (AL) operate under a 10% arrangement. The Milwaukee Braves (NL) pay 10% on the first \$800,000, and on a progressive percentage scale above this figure.
- e) Assumes 1 car parked for every 4 persons in attendance. This is the approximate ratio at Candlestick Park. Milwaukee County Stadium has an average of 3 persons per car; and Minnesota's Metropolitan Stadium, 3.5. Since the proposed Oakland Stadium would be served by rapid transit facilities, the higher ratio appears realistic.

Source: Real Estate Research Corporation

Table 34

POTENTIAL STADIUM REVENUES RESULTING FROM THE OPERATION
OF A PROFESSIONAL FOOTBALL TENANT

Attendance for 9-Game Home Schedule (a)	I	II			III		
	Stadium Rental	Concessions			Parking		
	Payment on	Gross Concession Revenues	Lease Agreements		Estimated Number of Private Cars Parked (d)	Estimated Revenues	
	Basis of \$.28 per Paid Admission (b)	Assuming Per Capita Spending of \$.66 (c)	10% of Gross Receipts	15% of Gross Receipts		\$.75 per Car	\$1.00 per Car
135,000 (average 15,000 per game)	\$ 37,800	\$ 89,100	\$ 8,910	\$13,365	33,750	\$25,313	\$33,750
157,500 (17,500)	44,100	103,950	10,395	15,592	39,375	29,931	39,375
180,000 (20,000)	50,400	118,800	11,880	17,820	45,000	33,750	45,000
225,000 (25,000)	63,000	148,500	14,850	22,275	56,250	42,187	56,250
270,000 (30,000)	75,600	178,200	17,820	26,730	67,500	50,625	67,500
315,000 (35,000)	88,200	207,900	20,790	31,185	78,750	59,062	78,750
360,000 (40,000)	100,800	237,600	23,760	35,640	90,000	67,500	90,000

a) Includes 7 regular league games plus 2 exhibition games.

b) The 1959-1962 (4-year) annual average rental payment, measured in per capita terms, of the San Francisco 49'ers to the City and County of San Francisco was \$.277 cents. The 49'ers rental agreement is on the basis of 10% of gross receipts to \$1 million; and 9% for income in excess of \$1 million. The National Football League average per capita rental payment is about \$.30. No information was available on American Football League payments except for the Oakland club.

c) Per capita concession spending at pro football games in Milwaukee is \$.80; and in Minneapolis, \$.53.

d) Assumes 1 parked car for every 4 persons in attendance. This is somewhat higher than the actual number of persons per car because of the impact of bus and other public transportation.

Source: Real Estate Research Corporation

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1. Rental Income

Coliseum, Inc.'s annual revenue from baseball and pro football tenants will be controlled not only by attendance, but by the specific terms of the Stadium lease contracts under which the teams operate. We reviewed the current lease picture in other publicly-owned major league stadiums in order to select appropriate examples to be used in preparing our revenue estimates for the Stadium. These lease terms, for both major league baseball teams and pro football teams, are shown in Table 35. From a review of this actual experience, it appears that a lease of seven per cent of net ticket sales, and a minimum of \$125,000 per year, are realistic for a Stadium baseball tenant. An average pro football lease appears to be about ten per cent of net ticket sales with no minimum. "Net ticket sales" is defined as the paid admission price less federal admission taxes, visiting team and league shares. This is the common practice throughout the major leagues where the Stadiums are publicly-owned. There are a few exceptions. The Washington Redskins, for example, pay a gross ticket sales minus only federal admission taxes. These lease terms have been used in computing the estimated Stadium rental from major league baseball and pro football. The rentals assessed other Stadium users as well as rentals applicable for the use of the Arena and exhibit hall facilities are listed in Table 36.

Rental income for the selected third year of operation is estimated at about \$230,000. Since the baseball tenant is not expected to attract more than about 900,000 attendance, the minimum \$125,000 rental rather than the seven per cent of net ticket sales would be assessed. The pro football team would pay approximately \$63,000 on the basis of ten per cent of net ticket sales. These estimates are shown in Table 37.

25% of net ticket sales
or
\$125,000 per year

10% of gross sales. The City receives 50% of this amount, which is a \$25,000 minimum.

75% of net ticket sales after
fees only

10% of net sales

\$25,000 or 75% of net ticket
sales

40% of income from concessions

\$2,500 per game or 20% of
net ticket sales

50% of income from concessions

(continued)

Table 35 LEASE TERMS OPERATIVE AT SELECTED PUBLICLY-OWNED MAJOR LEAGUE STADIUMS

<u>Stadium</u>	<u>Rental Policy^a</u>	<u>Concession Policy</u>
<u>Candlestick Park</u>		
San Francisco Giants (NL)	\$125,000 or 5% of net ticket sales, whichever is greater	Giants receive all concessions except parking. City receives 85.1% of gross parking revenue up to \$300,000, and 95.1% thereafter.
Other Users	Open to negotiation	
<u>Washington's District of Columbia Stadium</u>		
Washington Senators (AL)	\$65,000 or 7% of net ticket sales	Stadium management receives a min. of 33 1/2¢ per paid admission or 33% of sales, whichever is greater, with 20% going to Senators.
Washington Redskins (NFL)	12% of net ticket sales	Stadium management receives a min. of 21.2¢ per paid admission or 33% of sales, whichever is greater, with 15% going to Senators.
Other Users	Commercial users pay min. of \$2,500 or 15%, whichever is greater.	
<u>Minnesota's Metropolitan Stadium</u>		
Minnesota Twins (AL)	7% of net ticket sales	10% of gross sales
Minnesota Vikings (NFL)	10% of net ticket sales	15% of gross sales
<u>Milwaukee County Stadium</u>		
Milwaukee Braves (NL)	5% of first \$1,000,000 7% of next \$500,000 10% over \$1,500,000	Rental based on a sliding scale from 10% on first \$800,000 to 16 1/2% for sales in excess of \$1,800,000.
Green Bay Packers (NFL)	15% of net ticket sales	(same as above)
<u>Baltimore Memorial Stadium</u>		
Baltimore Orioles (AL)	\$75,000 or 7% of net ticket sales	10% of gross sales. The City receives 80% of the parking gross against a \$25,000 minimum.
Baltimore Colts (NFL)	7% of net ticket sales after taxes only	(same as above)
<u>Cleveland Municipal Stadium</u>		
Cleveland Indians (AL)	\$60,000 or 7% of net ticket sales	45% of income from concessionaire
Cleveland Browns (NFL)	\$3,600 per game or 6% of net ticket sales	50% of income from concessionaire

(continued)

Table 35 (cont.)

<u>Stadium</u>	<u>Rental Policy^a</u>	<u>Concession Policy</u>
<u>Kansas City Memorial Stadium</u>		
Kansas City Athletics (AL)	\$1,000 or 5% of net ticket sales	7 1/2% of gross sales
Kansas City Chiefs (AFL) ^b	\$1 minimum. After 2nd year, \$1 min. or 5% of gross sales if latter exceeds \$1,100,000	50% of income from concessionaire
<u>New York's Shea Stadium (under construction)</u>		
New York Mets (NL) (Rentals at occupancy)	\$450,000 decreasing \$20,000 per year until \$300,000 is reached; or 7 1/2% of net ticket sales. 10% of fees for paid TV	7 1/2% of gross sales
New York Jets (AFL) (Rentals at occupancy)	\$5,000 min. per game; or 9% of net ticket sales for first 3 years and 10% of net (less taxes only) for the next 2 years	Mets will receive the concession income.
<u>Harris County Domed Stadium</u>		
Houston Colt .45s (NL)	County has given Colt .45s a 40-year operating lease. The latter has sole charge of arranging subleases, and making its own concession arrangements. The Colt .45s must pay an annual rental of \$750,000, which will be used to cover annual principal and interest payments.	

^aThe majority of lease arrangements are based on a percentage of net ticket sales less federal admission taxes, visiting team and league shares.

^bThis franchise operated prior to the 1963 AFL season as the Dallas Texans.

Source: Real Estate Research Corporation field survey.

Table 36

BUILDING RENTAL SCHEDULES USED IN PROJECTING STADIUM, ARENA AND EXHIBIT-HALL REVENUES

<u>Use</u>	<u>Rental Per Public Day</u>	<u>Rental Per Set-Up/Tear Down Day</u>
I. <u>Stadium</u>		
A. Major league baseball tenant	Minimum rental of \$125,000, or 7% of paid admissions, whichever is greater.	Not applicable
B. Professional football tenant	10% of paid admissions	Not applicable
C. College football tenants	10% of paid admissions	Not applicable
D. Other tenants	Noncommercial users - \$1,500 per day Commercial users - 10% of paid admissions or \$1,500, whichever is greater.	\$250 flat rate
II. <u>Arena</u>		
A. Commercial sports and spectacles	10% of paid admissions	\$250 flat rate
B. High school sports events	\$400 flat rate	\$200 flat rate
C. Exhibit-type shows, misc. shows and pageants	\$500 flat rate	\$250 flat rate
D. Community service events	\$400 flat rate	\$200 flat rate
E. Public skating	\$100 flat rate	
III. <u>Exhibit Hall - Meeting Rooms</u>		
A. Consumer and trade shows in Exhibit Hall	\$.03 per sq. ft. on use of 50% or more of 70,000 gross sq. ft.; \$.04 per sq. ft. on area under 50%. Minimum rental of \$500.	\$250 flat rate
B. Other exhibit shows	\$500 flat rate	\$200 flat rate
C. Meeting rooms	\$50 flat fee	

Source: Real Estate Research Corporation.

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Table 37 ANTICIPATED FINANCIAL PERFORMANCE OF THE STADIUM
(THIRD YEAR OF OPERATION)

Operating Revenue

Stadium Rental

Major league baseball	\$125,000 (a)	
Professional football	63,000	
College football	24,300	
Other	18,000 (b)	
		\$230,300

Concessions

Major league baseball (7-1/2% of gross)	47,250	
Professional football (15% of gross)	22,275	
College football (c) (15% of gross)	8,900	
Other (d) (15% of gross)	6,750	
		\$ 85,175

Parking (\$.75 per private car)

Major league baseball	168,750	
Professional football	42,187	
College football	16,900	
Other, including bus parking (e)	45,900	
	(\$273,737) (f)	232,700 (g)

Stadium Club Rental (h)

Advertising (i)	10,000
Office Rent (j)	20,000
	14,400

Total Operating Revenue \$592,575

Operating Expense

Personnel and other administrative expense (k)	\$120,000	
Stadium operating and maintenance expense	200,000	
Total Operating Expense		(\$320,000)

Net operating income (loss) before interest and depreciation \$272,575

(Continued)

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Table 37 (Continued)

- a) The minimum rental of \$125,000 is applicable at the 900,000 attendance level.
- b) It has been assumed that the majority of lessees in this category will be paying a flat \$1500 per day rental.
- c) A per capita expenditure of \$.66 is assumed for college football.
- d) A per capita expenditure of \$.30 is assumed for these events.
- e) The estimated revenue from bus parking is \$17,800 on the basis of a rate of \$4.00 per bus and an average of 50 buses per each baseball and football game. See Addenda Tables 14 and 15 for parking experience at Candlestick Park.
- f) Gross parking revenue.
- g) This is the Coliseum, Inc.'s net return on parking. It is assumed that parking will be handled by a concessionaire with the Coliseum receiving 85 percent of the gross receipts.
- h) Assumes that a nonprofit club which operates the private facility would pay Coliseum, Inc. a rental out of membership dues and other operating revenue. A 10 percent rental is assumed.
- i) Includes rentals from scoreboard and clock, and any other internal Stadium advertising.
- j) Assumes that at least 3000 sq. ft. will be made available for team offices. Rental is based on a rate of \$.40 per sq. ft.
- k) Excludes wages, and sales and contractual service expenses of tenants.

Source: Real Estate Research Corporation.

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4. Stadium Club Income

2. Concession Income

The return to Coliseum, Inc. from concessions also is a direct function of attendance. We assumed concession percentage leases of 7-1/2 per cent for baseball and 15 per cent for all other Stadium events in the preparation of the estimates shown in Table 37. The combined revenue expected would be about \$85,000.

The estimated per capita spending of \$.70 for baseball, \$.66 for football games, and \$.30 for other Stadium events is based on the experience of other major league stadiums. Expenditures at the planned Coliseum Restaurant and the private Stadium Club are excluded from these estimated figures.

3. Parking Income

It is assumed that parking will be contracted out to a parking operator on a percentage arrangement. After discussing questions of parking lot economics with experienced operators, it is our opinion that an 85 per cent return to Coliseum, Inc. is an acceptable contract rate for the Bay Area. Parking handled exclusively by a stadium's management is considered a major headache to be avoided if an acceptable contract can be made with an experienced operator.

A \$.75 per car parking charge has been assumed. This is the current rate at Candlestick. This rate on an 85/15 per cent split with an operator will yield Coliseum, Inc. almost \$233,000. This figure is slightly higher than the estimated return from Stadium rentals.

5. Office Rental Income

The preliminary plans of Skidmore, Owings and Merrill indicate an area of about 8,000 square feet which is available for Coliseum office space. We feel that part of this space will be for offices of Coliseum, Inc. Some 2,000 square feet of this 8,000 square foot total, however, are assumed to be available for rental to teams using the Stadium or Arena facilities as their home field (or rink, in the case of a professional hockey franchise). On the basis of 3.40 per square foot monthly rental, this would provide Coliseum, Inc. with an annual return of \$14,400.

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4. Stadium Club Income

This has become another source of stadium income in several major league parks. Milwaukee County Stadium, Candlestick Park, Minnesota Metropolitan Stadium and Dodger Stadium are some of the facilities with stadium clubs. Memberships are sold to the public for the use of a private restaurant-cocktail bar-lounge area located within the stadium. Candlestick's Stadium Club has about 2,300 members at membership fees of \$20 per person. Minnesota's Metropolitan Stadium has a membership fee of \$62 with a 1,000 member limit.

It is assumed that there will be similar interest in such a club in the Coliseum. On the basis of a 10 per cent rental on the Club's estimated \$100,000 gross income from membership fees and sales, Coliseum, Inc. would realize an annual income of about \$10,000.

5. Advertising Income

The sale of advertising rights for signs and the scoreboard clock is another complementary source of revenue. There is no typical arrangement in the sale of advertising rights from one stadium to the next. In specific instances, such as Dodger Stadium, the advertisers provided certain facilities on a free rental basis. Washington's D. C. Stadium earned over \$59,000 from advertising in 1962. Washington's 1962 operating statement is presented in the Addenda Table 10. Baltimore Memorial Stadium earned \$21,500 in 1962.

The potential advertising income which might be available to Coliseum, Inc. is conservatively estimated at \$20,000.

6. Office Rental Income

The preliminary plans of Skidmore, Owings and Merrill indicate an area of about 8,000 square feet which is available for Coliseum office space. We feel that part of this space will be for offices of Coliseum, Inc. Some 3,000 square feet of this 8,000 square foot total, however, are assumed to be available for rental to teams using the Stadium or Arena facilities as their home field (or rink, in the case of a professional hockey franchise). On the basis of \$.40 per square foot monthly rental, this would provide Coliseum, Inc. with an annual return of \$14,400.

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7. Total Operating Income

These potential sources of income should yield Coliseum, Inc. approximately \$593,000 in operating revenue in the third year of operations. This figure may be compared with the reported 1962 operating revenues of the following stadiums:

<u>Stadium</u>	<u>1962 Operating Revenue</u>
Baltimore Memorial Stadium a)	\$449,863
Milwaukee County Stadium b)	441,092
Minnesota Metropolitan Stadium c)	805,734
Washington D. C. Stadium d)	690,100
Candlestick Park e)	493,619

-
- a) See Addenda Table 7 for complete operating statement.
b) See Addenda Table 8 for complete operating statement.
c) See Addenda Table 11 for complete operating statement.
d) See Addenda Table 10 for complete operating statement.
e) See Table 15 in Section III-C.

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C. Financial Performance of the Stadium: Operating Expense

Operating expenses include: (1) wages and salaries of Stadium personnel and other administrative expenses; and (2) operating and maintenance expense.

A staff of approximately 20 full and part time employees will be required. This does not include such workers as might be hired by the major league baseball club or any other team or group leasing the Stadium facilities. It does not include any food or parking concession personnel. As will also be explained in the section below describing Arena administrative expenses, some Stadium and Arena employees of Coliseum, Inc. may divide their time between these two major operations. This would reduce the need for a larger staff, which each facility would need if it stood alone.

The estimated total "personnel and other administrative expense" is about \$120,000. Stadium operating and maintenance expense is estimated at approximately \$200,000. The latter figure is based on an evaluation of similar types of expense in other selected publicly-owned stadiums where both major league baseball and pro football are headquartered. See Addenda Tables 7, 8, 10 and 11 which present operating expense data for Baltimore Memorial Stadium, Milwaukee County Stadium, Minnesota Metropolitan Stadium and Washington D. C. Stadium.

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D. Financial Performance of the Arena-Exhibit Hall: Operating Revenue

The financial operations of the Arena and the Exhibit Hall are analyzed separately from those of the Stadium. This permits an evaluation of each major unit in the Coliseum Complex as an operating facility. Similar to the Stadium, the Arena and Exhibit Hall areas are expected to derive their annual income from: (1) building rentals, (2) concessions, (3) parking, and (4) several miscellaneous sources. Building rental is the principal contributor to operating revenue.

1. Rental Income

In Table 38, which indicates the anticipated financial performance of the Arena-Exhibit Hall facilities, the principal source of revenue is building rentals. We estimate that approximately \$198,000 will be earned by Coliseum, Inc. from leasing these facilities throughout the year to a variety of commercial and noncommercial lessees. The lease rates used in these estimates are shown in Table 36, presented above in the Stadium analysis. The actual computations per individual type of event are shown in Addenda Table 16.

The choice of lease rates used in preparing these estimates has been based on our survey of rates charged in leading West Coast arenas. We attempted to select commercial and noncommercial rates which were average; that is, those selected for illustration were neither high nor low in comparison with existing rates in first class public arena facilities.

The rate structures effective in the arenas contacted are shown in Addenda Table 6. The Los Angeles Sports Arena's schedule is singled out in Addenda Table 13 because it represents the rental schedule used in one of the most successful public arenas in the Western United States. These rates, however, are considerably above the average for newer West Coast facilities. We believe that use of this type of rate schedule in Oakland would deter successful promotion and the level of the annual occupancy of the proposed Arena in a typical year.

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Table 38 ANTICIPATED FINANCIAL PERFORMANCE OF THE ARENA AND EXHIBIT HALL-MEETING ROOM FACILITIES (THIRD YEAR OF OPERATION)

Operating Revenue

Arena building rentals (a)		
Sports events	\$102,100	
Spectaculars	60,100	
Exhibit-type shows	16,000	
Other shows	5,250	
Community service events	10,200	
Conventions	4,000	
	<u>Total</u>	\$197,650
Exhibit Hall-Meeting Room rentals		
Exhibit hall	\$ 70,950	
Meeting rooms	1,700	
	<u>Total</u>	72,650
Concessions (b)		149,200
Parking (c) (\$.50 per car)		147,500
Miscellaneous revenue (d)		8,000
	<u>Total operating revenue</u>	\$575,000

Operating Expense

Personnel and other administrative expense	\$160,000	
Operating and maintenance expense	80,000	
	<u>Total operating expense</u>	(240,000)

Net operating income (loss) before interest and depreciation \$335,000

- a) See Addenda Table 16 for computation of building rentals for each type of event.
- b) Assumes the use of a lease structure similar to that currently operative at the Oakland Auditorium. This is \$10,000 plus 26 percent of gross concession sales.
- c) This is Coliseum, Inc.'s net return on parking. It is assumed that parking will be handled by a concessionaire with the Coliseum receiving 85 percent of the gross receipts.
- d) This includes rental charges made to Arena lessees for various types of equipment such as spotlights, public address system, portable chairs, projectors, and other similar equipment furnished by the Coliseum, Inc. management. The average charge is about \$30 per rental item.

Source: Real Estate Research Corporation

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The rental used in our illustration is based on the "four walls" concept. This is the most common form of arena rental agreement. Under this arrangement, Coliseum, Inc. would be responsible only for furnishing the Arena or Exhibit Hall plus normal maintenance and utilities. The lessee is responsible for providing contract labor, ushers, ticket sellers and the like. If equipment and building materials are needed, the lessee also must make these arrangements.

2. Concession Income

Food and beverage concessions are expected to bring about \$149,000 return from sales made at the various projected Arena and Exhibit Hall events. Actual gross sales volumes were developed by applying attendance estimates per event to per capita spending figures. The latter, which are shown in detail in detail in Addenda Table 17, were developed from the per capita food and beverage sales experience in the Oakland Auditorium, Cow Palace and other major arenas.

The concession contractual arrangement selected, which would provide a \$149,000 return, is the same agreement now operative in the Oakland Auditorium. This is a fixed \$10,000 fee plus 26 per cent of gross sales. If the 28 per cent Cow Palace concession lease were used, the estimated Coliseum return would be about \$150,000. The Los Angeles Sports Arena 35.25 per cent contract would yield about \$189,000.

3. Parking Income

A \$.50 per car parking charge has been assumed for Arena and Exhibit Hall events. This is considered an average charge since Coliseum, Inc. may wish to charge \$.75 for certain selected events and as little as \$.25 for other events. Using an average of 4 persons per car, the parking should net Coliseum, Inc. about \$147,500. This net is based on the application of the same 85 per cent of gross lease arrangement previously cited in the Stadium parking section.

The factor of 4 persons per car used in the estimates is higher than the actual per car average expected. It is based on consideration of the impact of public transportation which may be expected to transport a portion of the crowd to and from certain selected events. However, Bay Area Rapid Transit will not be fully functioning in the model third year of Coliseum operations.

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4. Miscellaneous Revenue

The majority of public arenas provide certain equipment, materials and services to lessees; and a charge is assessed for their use. Over the course of the ordinary year, these rentals help contribute to the over-all operating revenue of the facility. From the experience in other major facilities, we feel Coliseum, Inc. could derive about \$8,000 from this source.

E. Financial Performance of the Arena-Exhibit Hall: Operating Expense

1. Personnel Expense

Total personnel expenses are expected to total about \$160,000. We have assumed a staff of 16 full time and 12 part time employees to take care of administrative and housekeeping activities of these facilities. This labor force is slightly smaller than average in comparable arenas which are not appended to another major facility such as a stadium. As noted, we have assumed that the combined Coliseum labor force needed will be smaller than required if the Arena and Stadium were physically isolated from each other.

2. Operating and Maintenance Expense

Total operating and maintenance expense is estimated at approximately \$80,000. Again, some joint economies might be assumed as a result of Coliseum, Inc.'s administrative control over the two major adjacent recreational facilities.

It has been the experience in major public arenas that operating and maintenance costs are approximately one-third of total operating expenses. Personnel (wage and salary) expenses run close to two-thirds. Standard expense items are utilities, supplies, insurance, repairs to equipment, promotion and advertising, travel, legal fees and the like.

F. Net Operating Income of the Arena - Exhibit Hall Facilities

The combined Arena and Exhibit Hall facilities are expected to yield about \$575,000 during the third year of operations, and to incur approximately \$240,000 in expenses. This leaves a net operating income residual before

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interest and depreciation allowances of some \$335,000. The general arena operating experience in a number of major West Coast facilities is shown in Addenda Table 19. Certain operating revenue and expense data as reported by the arena managers are also shown. These data on profit or loss margins should be used cautiously by the reader since comparability in reporting systems often does not exist. Certain expense items are often mingled with those of overriding city government agencies. Some charge off depreciation in arriving at net operating income, and others do not.

G. Income from Restaurant Lease

The Coliseum plans call for a restaurant in a 10,000 square foot area within the connecting building between the Stadium and the Arena structures. We have assumed that the operation of such a restaurant would be let out for bid under a contract calling for Coliseum, Inc. to receive 10 per cent of the gross. Considering such a restaurant would be busy only at times of Stadium and Arena events, we have assumed gross sales amounting to only \$30 per square foot of floor area. Coliseum, Inc. would receive a rental of \$30,000 on this gross volume of \$300,000.

H. Consolidated Financial Performance Statement: All Facilities

Table 39 is a summary of the estimated performance of the Stadium, Arena-Exhibit Hall, and the restaurant facilities in the link building.

The combined facilities are expected to bring a return before debt service and depreciation charges of approximately \$638,000.

An item of expense normally charged against the real estate is fire and general coverage insurance. The sublease agreement provides that this expense will be chargeable against the operations of the Complex. Estimates we have obtained indicate that annual premiums for the insurance required will run from \$50,000 to \$60,000. An amount in this range must be deducted from the net income estimate to obtain a true indication of the City-County's potential return.

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Table 39

CONSOLIDATED FINANCIAL PERFORMANCE
OF ALL COLISEUM FACILITIES
(Third Year of Operations)

	<u>Stadium</u>	<u>Arena- Exhibit Hall</u>	<u>Restaurant</u>	<u>Total</u>
Operating revenue	\$592,575	\$575,000	\$30,000	\$1,197,575
Operating expense	<u>320,000</u>	<u>240,000</u>	<u>-</u>	<u>(560,000)</u>
Net operating income (loss) before debt service and real property insurance	\$272,575	\$335,000	\$30,000	\$ 637,575

Source: Real Estate Research Corporation.

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V. LAND APPRAISAL

A. Assignment

It has been a part of our assignment to estimate the market value of the proposed site. For the purpose of such appraisement, market value is defined as the highest price estimated in terms of money which the property will bring if exposed for sale in the open market by a willing and well-informed seller, allowing a reasonable time to find a willing purchaser who buys with knowledge of all uses to which it is adapted and for which it is capable of being used.

B. Method

Our appraisal considers the subject site under its highest and best use; a site the title to which is held by a private individual who is able to transfer to another private individual.

C. Highest and Best Use

From our examination of the community, the neighborhood and the market, the highest and best use of the subject property is considered to be its development as a planned light industrial park.

D. Limiting Conditions

1. The legal description as furnished us by Title Insurance and Trust Company under their escrow No. 582157 is correct.
2. We assume no responsibility for legal matters nor do we render any opinion as to the title which is assumed to be good and merchantable. Any existing liens are disregarded and the property is appraised as if free and clear.
3. We believe certain information in this report which has been furnished by others to be reliable, but we assume no responsibility as to its accuracy.

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E. Legal Description

At this writing the title to the subject property is vested in East Bay Municipal Utility District, a municipal utility, as to Parcel 1, and Pacific Gas and Electric Company, a California corporation, as to Parcels 2 and 3.

The property as entitled is described as follows:

Parcel 1

BEGINNING at the intersection of the northeastern line of the East Shore Freeway, with the southeastern line of the parcel of land described in the deed by Ezekiel Fitch to Henry S. Fitch, dated March 15, 1870, recorded June 25, 1870, in Book 55 of Deeds, page 444, Alameda County Records; and running thence along the southeastern line of said land described in said deed, north $50^{\circ} 56' 35''$ east, 1959.42 feet to the southwestern line of the right of way of the Central Pacific Railway Company; thence along the last named line, north $42^{\circ} 25' 15''$ west, 2501.38 feet to the northwestern line of the 283 acre tract of land described in the deed by R. R. Thompson to Alameda Artesian Water Company, dated November 22, 1899, recorded March 15, 1900, in Book 728 of Deeds, page 187, Alameda County Records; thence along the last named line, the following courses and distances: North $89^{\circ} 16' 30''$ west, 98.48 feet; thence south $63^{\circ} 02' 30''$ west, 471.18 feet; thence south $85^{\circ} 39' 30''$ west, 263.41 feet; thence south $61^{\circ} 07' 30''$ west, 861.90 feet to the northeastern line of said East Shore Freeway; thence along the last named line, the following courses and distances: South $34^{\circ} 54' 16''$ east, 1237.59 feet; thence south $55^{\circ} 05' 44''$ west, 40 feet; thence south $34^{\circ} 54' 16''$ east, 580 feet; thence north $55^{\circ} 05' 44''$ east, 40 feet; and thence south $34^{\circ} 54' 16''$ east, 1172.75 feet to the point of beginning.

EXCEPTING THEREFROM, that portion thereof, described in the deed from East Bay Municipal Utility District to Pacific Gas and Electric Company, dated December 9, 1942, recorded December 30, 1942, in Book 4330 of Official Records of Alameda County, page 163, described as follows:

THAT CERTAIN PARCEL OF LAND bounded by a line which begins at a point in the southeasterly boundary line of that certain 283, more or less, acre parcel of land described and designated 16 in the deed executed by East Bay Water Company to Mercantile Trust Company, Trustee, dated September 1, 1921 and recorded October 28, 1921, in Book 100 of Official Records of Alameda County, page 47, distant 25 feet northeasterly from (measured at right angles to) the center line of

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Grantee's existing Warm Springs-Oakland tower and wire electric transmission line from which the intersection of said southeasterly boundary line with the southwesterly boundary line of the railroad right of way of Southern Pacific Railroad Company, extending along the northeasterly boundary line of said 283 acre parcel of land, bears north $51^{\circ} 05-1/2'$ east, 1418.20 feet distant; and runs thence south $51^{\circ} 05-1/2'$ west along said southeasterly boundary line, 96.33 feet; thence north $29^{\circ} 23'$ west, parallel with said center line, 2873.28 feet to a point in the southeasterly boundary line of that certain parcel of land conveyed to State of California by tax deed dated September 15, 1933 and recorded in Book 2977 of Official Records of Alameda County, page 179; thence north $60^{\circ} 34'$ east (of record north $59^{\circ} 47'$ east) along the last mentioned boundary line, 95 feet; thence south $29^{\circ} 23'$ east, 2857.42 feet to the point of beginning.

CONTAINING 6.249 acres, more or less.

Parcel 2

THAT certain parcel of land bounded by a line which begins at a point in the southeasterly boundary line of that certain 283, more or less, acre parcel of land described and designated 16 in the deed executed by East Bay Water Company to Mercantile Trust Company, trustee, dated September 1, 1921 and recorded October 28, 1921 in Book 100 of Official Records, at page 47, Alameda County Records, distant 25.0 feet northeasterly from (measured at right angles to) the center line of Grantee's existing Warm Springs-Oakland tower and wire electric transmission line from which the intersection of said southeasterly boundary line with the southwesterly boundary line of the railroad right of way of Southern Pacific Railroad Company extending along the northeasterly boundary line of said 283 acre parcel of land bears north $51^{\circ} 05-1/2'$ east 1418.20 feet distant, and runs thence south $51^{\circ} 05-1/2'$ west along said southeasterly boundary line, 96.33 feet; thence north $29^{\circ} 23'$ west, parallel with said center line, 2873.28 feet to a point in the southeasterly boundary line of that certain parcel of land conveyed to State of California by tax deed dated September 15, 1933, and recorded in Book 2977 of Official Records, at page 179, Alameda County Records; thence north $60^{\circ} 34'$ east (or record north $59^{\circ} 47'$ east) along the last mentioned boundary line, 95.00 feet; thence south $29^{\circ} 23'$ east 2857.42 feet to the point of beginning.

CONTAINING 6.249 acres, more or less.

Parcel 3

THAT CERTAIN PARCEL of land bounded by a line which begins at a point in the northwesterly boundary line of Plot 32, as the same is delineated and so designated upon that certain "Map of Lands in Partition in the Suit of Wm. P. Toler, et. al., vs. Jose C. Peralta, Administrator, et. al.", filed in the office of the Clerk of said Alameda County, in Case No. 5408, of the Third District Court, distant 25.0 feet northeasterly from (measured at right angles to) Pacific's existing Warm Springs-Oakland tower and wire electric transmission line, from which the intersection of said northwesterly boundary line with the southwesterly boundary line of the railroad right of way of Southern Pacific Railroad Company bears north $51^{\circ} 05-1/2'$ east 1418.20 feet distant, and runs thence south $51^{\circ} 05-1/2'$ west, along said northwesterly boundary line, 96.33 feet; thence south $29^{\circ} 23'$ east, parallel with said center line, 912.32 feet to a point in the southwesterly boundary line of said Plot 32; thence south $81^{\circ} 39-1/2'$ east, along the last mentioned boundary line, 120.11 feet; thence north $29^{\circ} 23'$ west 1001.75 feet to the point of beginning.

CONTAINING 2.087 acres, more or less.

The subject property, as contemplated, is the southeasterly $114^{\pm}$ acres of Parcel 1 as described, which is encumbered with a 95-foot-wide right of way diagonally bisecting its length, such right of way being to the benefit of Pacific Gas and Electric Company; it is described as Parcel 2 and contains $6.249^{\pm}$ acres.



Southern Pacific R.R.

66th Ave

San Leandro St

77th Ave

SITE OF
PROPOSED COLISEUM

Nimitz Freeway

Hegenberger Rd

To Oakland Airport

To Oakland Central Business District
To San Jose

Oakland
1962

F. Zoning

The subject property is presently zoned I (Heavy Industrial) with architectural control by the Oakland City Planning Department. This zoning is not compatible with our opinion of the highest and best use, that of a planned light industrial park. The Oakland City Industrial Development Commission informs us that they would support an application for a zoning change for this purpose.

G. Utilities

1. Water

Water service is supplied by the East Bay Municipal Utility District and the nearest connection would be to an eight-inch main located in the Elmhurst Slough, following the 77th Avenue extension into the subject property.

2. Sewer

The nearest available sewer connection is at the 77th Avenue extension along the Elmhurst Slough. This facility is a 36-inch concrete line. There is a 10-foot sewer easement that runs laterally along the southeasterly boundary of the subject property from the 77th Avenue extension through the Pacific Gas and Electric transmission line right of way.

3. Gas and Electric

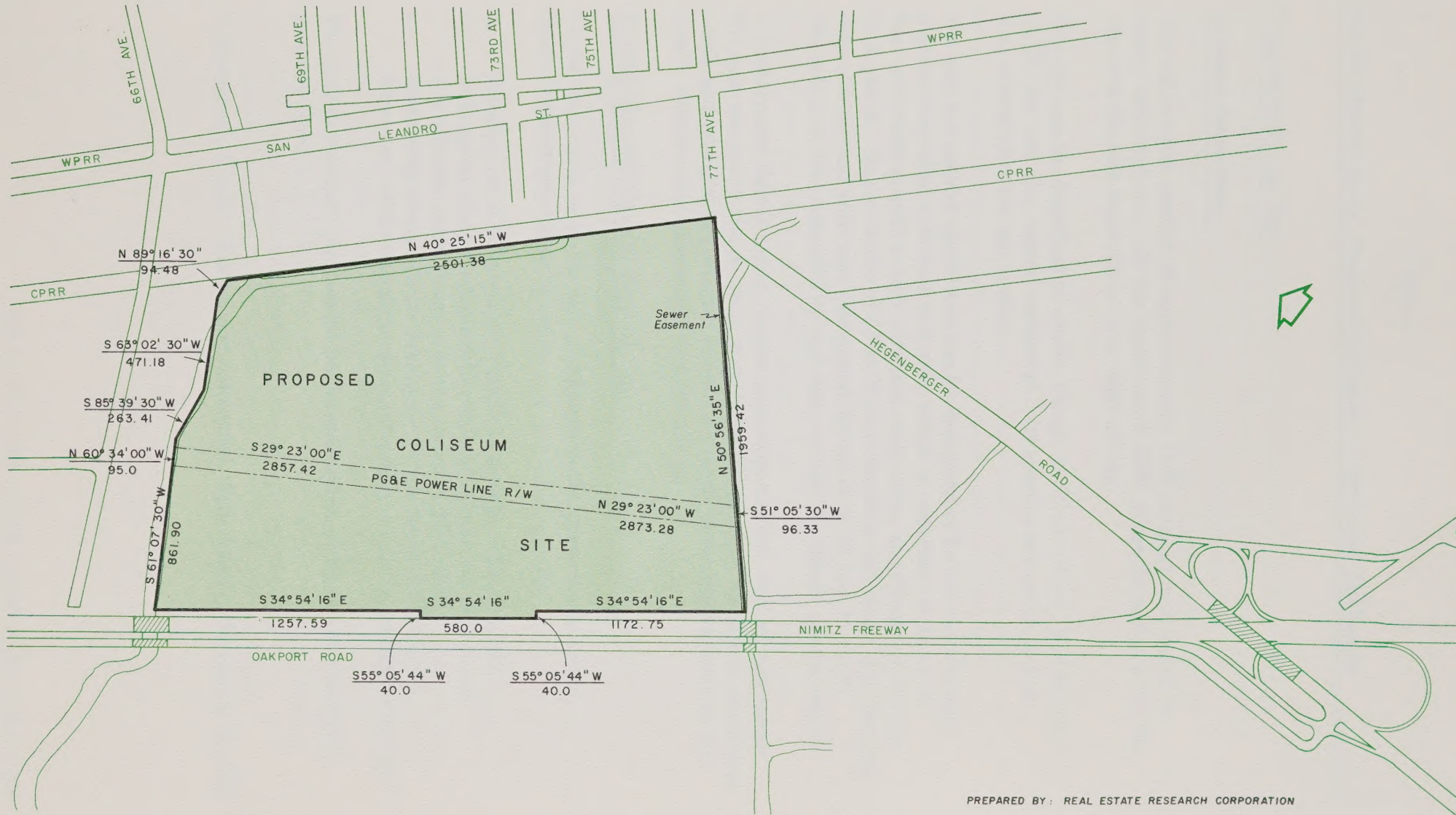
Service is supplied by Pacific Gas and Electric Company and service would be set and supplied based upon estimated load demands.

4. Access

The only indicated access to the subject property is via the 77th Avenue extension which runs southwest into the subject property from the joinder of 77th Avenue and Hegenberger Road. The 77th Avenue Extension is aligned along the Elmhurst Slough. Development of this extension would require concrete culverting with a minimum of 48-inch culvert along the length of the extension into the subject property. This slough is a natural drainage channel at the low end of the East Oakland watershed.

We have noted a second possible access from Hegenberger Road following the northerly line of the Oakland Corporation yard. Planning and approval have been accomplished by a segment of this road; however this segment is not shown on planning maps as running to the subject property.

PLAT OF PROPOSED COLISEUM SITE



H. Site Characteristics and Data

1. General Description

The subject site consists of approximately 114[±] acres of land zoned for heavy industrial use. Of the total area 6.249[±] acres lie within a Pacific Gas and Electric transmission line right of way.

The site can be described as marshy slough to filled upland, and located at the low end of a natural watershed. Its average elevation is plus 4 as related to mean sea level.

The soil and subsoil conditions can be described as follows: stiff black organic silty clay 4-10 feet in depth, which is underlain to 25 or 30 feet with medium stiff to stiff silty and sandy clay, sometimes containing fine gravel. Below depths of 25 to 30 feet the silty and sandy clay become very stiff to hard with sand and gravel layers 10 to 15 feet in depth. The soil is of low permeability and does not readily absorb ground waters*.

It is estimated that it would require approximately four feet of compacted fill over the entire site to bring it up to usable grade. The site so developed could support light to moderate foundation loads where spread footings are used. Heavier structures would require piling.

2. Pacific Gas and Electric Right of Way

Inquiry was made as to the cost of relocating the power transmission lines. Cost ranges are as follows:

- a. Installation of underground lines - in excess of \$2,000,000.
- b. Relocating along northeasterly property line in the vicinity of the railroad right of way - in the range of \$175,000.
- c. Relocating along Nimitz Freeway - in the range of \$145,000.
However, such relocation along a freeway would be prohibited by law.

The most economical plan would be the relocation along the northeasterly property line.

* Woodward, Clyde, Sherard and Associates, Soils Report, November 9, 1961

For the purposes of this appraisal it is recommended that the power lines stay in their present location as they do not hamper the compatible development of the subject property under its highest and best use. Generally, where such a right-of-way exists an encroachment permit can be obtained for its utilization for parking and accessways. In this instance an encroachment permit to fill the 6.249± acres would also be indicated.

3. Fill Data

It has been estimated that an average of four feet of compacted fill would be required to bring the subject site to usable elevation. Allowing an additional 25 per cent for compaction the fill requirement would be 5.0 feet average. It requires 1,600 cubic yards of fill to cover one acre one foot in depth, at a cost, in this area, of \$2.00 per cubic yard. As stated the subject site is at the lower end of a natural watershed. Being a lowland undeveloped parcel it has become a natural receptacle for run-off waters. Damon Slough, along the northwest boundary, Elmhurst Slough along the southeast boundary, and the channel along the northeast boundary presently are the main drainage ways through the site into San Leandro Bay. A developer of the subject site must consider the character of the site in this regard. Factors to be considered are:

- a. The impervious soil characteristic; meaning very little water absorption can be expected.
- b. The characteristic of the site as a semi-ponding area.
- c. The effect of tidal action in San Leandro Bay. This consideration has posed a development problem in most of the lowland areas which lie along the perimeter of San Francisco Bay. During periods of heavy and extended rainfall, run-off waters are at their peaks of volume and flow to and through natural drainage ways toward the bay. During periods of high tides at flood stage it is not uncommon for bay waters to back up inland into drainage facilities. Usually when heavy rains and high tides occur simultaneously a flood condition will exist. If natural drainage channels are not kept open to receive the waters from two directions, flooding is imminent.

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We estimate that by providing open drainage areas forty feet in width around the periphery of the subject site, approximately 103 acres of land will be available for development. In addition to the 103 acres, approximately six acres will exist in the Pacific Gas and Electric Right of Way which will have to be filled. This is a total of 109± acres to be filled.

Based upon the above considerations, the fill requirements can be restated as follows:

Cubic Yards Required

$$5.0 \times 1,600 \times 109 = 872,000 \text{ cubic yards.}$$

Fill Cost (In place and compacted)

$$872,000 \text{ cubic yards @ \$2.00 per cubic yard} = \$1,744,000.$$

NOTE: Normally fill costs in this area will run \$1.50 to \$2.60 per cubic yard in place and compacted, depending upon the distance of available fill from the property to be filled. There are no borrow areas in the immediate area of the subject site. Our research indicates the nearest fill availability is the foothill area in the vicinity of 73rd Avenue and Maddox Road in Hayward. We inquired of several contractors who are active in the fill and compaction business and-based upon information obtained-have estimated that it will cost approximately \$2.00 per cubic yard to fill the subject site-with compaction to withstand a 95 per cent test.

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I. Economic Factors in Development

The development of the subject neighborhood has been influenced to a high degree by the completion of the Nimitz Freeway facility, and its proximity to the Oakland International Airport. This development is characterized by the construction of discount retail outlets, luxury motel facilities and light industrial buildings, which have grown up around the core of the neighborhood. This core is the intersection of the Nimitz Freeway and Hegenberger Road. New construction has taken place on all four quadrants of this intersection since the opening of Nimitz Freeway.

The industrial growth of Oakland has changed in character from manufacturing to warehousing and clean industrial, with office facilities provided. The warehousing-office facility represents the type of industrial usage which is being constructed in the subject neighborhood. Research has pointed to the fact that there are presently only some 200⁺ acres of vacant industrially zoned land within the Oakland City Limits available today. Of 30 acres so zoned within the southwest Oakland redevelopment area, 14 acres were offered upon during the first week of marketing.

Another influential factor is the proposed Bay Area Rapid Transit system. Present indications are that there will be a station at 73rd Avenue and San Leandro Street, one block northwest of the subject property. The Richmond-Hayward link is scheduled to open sometime in 1968.

Also proposed is the conversion of Hegenberger Road to a major cross-city arterial, which will provide a fast accessway to and from Warren and Mac Arthur Boulevards.

The general economic picture of the subject neighborhood indicates a promising future. Reference is made to the Site and Facility section of this study for a more detailed discussion of neighborhood characteristics.

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CONSIDERED SALES

Sale 1

Date: 9/21/61 Series No.: AS-116634
Grantor: General Metals Corporation
Grantee: L. K. McManus, Nelson H. Chick, and J. C. Gutleben
Area: 36.6 acres $\pm$
IRS: \$1,018.60
Sales Price: \$926,000 Per Acre Price: \$25,300
Remarks: This property is located on the east quadrant of the intersection of Nimitz Freeway and Hegenberger Road. It needed two to four feet of fill at the time of purchase. A portion of this property is presently occupied by the Holiday Motel.

Sale 2

Date: 6/24/59 Series No.: AQ-74818
Grantor: McDonald, Young and Nelson
Grantee: Graeme K. McDonald and Marie
Area: 5.03 acres $\pm$
IRS: \$220.00
Sales Price: \$200,000 Per Acre Price: \$39,761
Remarks: This property is located on the south line of Railroad Avenue between 85th Avenue and 98th Avenue and has a 350-foot frontage along Railroad Avenue. It was filled at the time of transfer and is presently used as a material and equipment storage yard by McDonald, Young and Nelson, General Contractors. There is an office facility on this site.

Sale 3

Date: 10/18/61 Series No.: AS-128646
Grantor: William and Edith Landsberg
Grantee: Willady Inc., a corporation
Area: 1 acre
IRS: \$48.40
Sales Price: \$44,000 Per Acre Price: \$44,000
Remarks: This property is located on the southeast corner of the intersection of Hegenberger Road and Hegenberger Loop on the airport side of Nimitz Freeway. It was filled at the time of sale and is presently improved with an office-warehouse building occupied by Redding Tile Corporation.

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Sale 4

Date: 4/13/61 Series No.: AS-44896
Grantor: George and Alice Lippincott, and Richard and Cecelia Lippincott
Grantee: E. A. Kugla and Abe R. Doty
Area: 1.63 acres $\pm$
IRS: \$93.50
Sales Price: \$85,000 Per Acre Price: \$52,147
Remarks: This property is located at the east end of McClary Street off Baldwin Street. It was filled at the time of sale and is presently improved with a vacant warehouse.

Sale 5

Date: 1/6/60 Series No.: AR-1498
Grantor: A. J. and A. C. McCosker
Grantee: The Hoyer Corporation
Area: 1.30 acres $\pm$
IRS: \$58.30
Sales Price: \$53,000 Per Acre Price: \$40,760
Remarks: This property is located opposite Independent Street on the south-west side of Industrial Way. It is improved with a warehouse-office facility. The land was filled at the time of purchase.

Sale 6

Date: 11/24/61 Series No.: AS-146086
Grantor: A. O. Smith Corporation
Grantee: Harvard Investment Corporation
Area: 2.72 acres $\pm$
IRS: \$97.35
Sales Price: \$88,500 Per Acre Price: \$32,537
Remarks: This property is located on the west corner of 66th Avenue and Industrial Way. It is presently vacant and needs a minor amount of fill.

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Sale 7

Date: 12/29/61 Series No.: AS-162343
Grantor: A. J. and A. C. McCosker
Grantee: Orell's Food Products, Inc.
Area: 1.79 acres $\pm$
IRS: \$77.55
Sales Price: \$70,500 Per Acre Price: \$39,385
Remarks: This site is contiguous to and behind Sale No. 5. It was filled at the time of sale and is used as a parking lot by Orell's Food Products, Inc.

Sale 8

Date: 11/62 Series No.: None
Grantor: Pacific Gas and Electric Company
Grantee: Lesser Enterprises
Area: 20.13 acres $\pm$
IRS: None
Sales Price: \$600,000 Per Acre Price: \$29,806
Remarks: This property is located off High Street on the southwest side of Nimitz Freeway and adjacent thereto. It embraces the streets commonly known as Alvin Road, Tidewater Avenue, 46th Avenue, and Luke Road. It needed approximately one foot of fill at the time of sale.

Sale 9

Date: 11/62 Series No.: None
Grantor: Pacific Gas and Electric Company
Grantee: Not known
Area: 9.00 acres $\pm$
IRS: None
Sales Price: \$149,500 Per Acre Price: \$16,611
Remarks: This site is located southwest of and directly across Tidewater Avenue from Sale No. 8. It needed approximately three feet of fill at the time of sale.

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1. Special Information

We have considered the foregoing sales data in relationship to the subject property. Our considerations have been:

Time of Sale
Sales Price
Size and Shape of the Site
Physical Characteristics of the Site
Location
Access
Utility
Purchaser Motivation

The listed sales have sold for prices varying from \$16,000 to \$52,000 per acre. All sales listed have been consummated within the past four years, most of them having occurred within the past two years. The lower price-per-acre sales have been for land which needs fill. The higher price-per-acre sales have been for lands which were filled at the time of sales, with streets and utilities in, ready to build upon.

2. Valuation

Our analysis of the subject site has shown that of the 114 acres involved approximately six acres are in the P.G. & E. right of way. The site has drainage problems to consider and it is estimated that approximately five additional acres will be required to provide adequate handling of normal drainage flow. This leaves 103 acres of net usable acreage.

In addition to the drainage problem, the site suffers from lack of immediate access from any of the encircling streets.

Considering all factors influencing value, we are of the opinion that the market value of the subject site if available in small parcels is \$30,000 per acre for the net area, filled, or \$3,090,000 for the 103 acres. Considering the site marketed as a whole, it is our opinion that an informed purchaser would make his offer on a wholesale price basis.

$$103 \times \$30,000 = \$3,090,000$$

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The cost of filling the subject site (including that portion of the P.G. & E. right of way available for use by encroachment permit) has been estimated at \$1,744,000. Thus:

Estimated value, filled	\$3,090,000
Estimated cost of fill	<u>1,744,000</u>
Estimated Value of Subject Site in its present condition before discount for period of sales delay	\$1,346,000

In estimating an absorption rate for the subject site, we have considered the character and development of the neighborhood in which it is located, and the available vacant land for industrial use within the Oakland City Limits.

It is our opinion that approximately 20 acres of the subject site could be absorbed into the market annually, beginning near the end of the first year after purchase. We are of the opinion further that a purchaser would require 7 per cent per annum return on the total investment until the total of the site is marketed. This would mean that one-fifth of the capital invested would be returnable each year for five years at a 7 per cent discount rate as follows:

1st Year	$\$269,200 \times .9346 =$	\$ 251,594
2nd Year	$\$269,200 \times .8734 =$	235,119
3rd Year	$\$269,200 \times .8163 =$	219,748
4th Year	$\$269,200 \times .7629 =$	205,273
5th Year	$\$269,200 \times .7130 =$	<u>191,940</u>

Total \$1,103,674

Rounded
to \$1,100,000

It is our opinion that the market value of the subject property is:

One million, one hundred thousand dollars
(\$1,100,000).

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

VI. RENTAL ANALYSIS

A. Purpose of the Appraisal and Date of Value

The analysis to follow is not an appraisal in the normal sense, in that it does not involve a determination of fair market value. The analysis to follow is for the purpose of determining the fair and reasonable rental of the proposed coliseum-exhibit-arena facility known as the Oakland-Alameda County Coliseum. More specifically, we are to determine whether or not \$1,500,000 per annum is the fair and reasonable rental for the facility envisioned.

As in the case of commercial enterprise, the rental to be estimated must consider the nature of the real estate improvements to be provided, the restrictions placed on lessor and lessee under the terms of the proposed lease agreement and the nature of the "market place" in which the facility will be offered.

The following analysis will estimate the fair market rental in light of the proposed agreement, comparing this estimate of rental with the proposed rental of \$1,500,000. Valuation analysis in the normal sense is used only to the degree necessary to arrive at an estimate of the fair rental value.

The date at which time the lease agreement would go into effect and rent would first be paid is indeterminate. Under the terms of the agreement Coliseum, Inc. is given one and one-half years "to commence or cause the construction of said coliseum complex . . . " and " . . . to diligently pursue the construction thereof . . . " Based on the scope of the construction program and the experience of other such projects, it seems unlikely that either the Arena or Coliseum can be ready for occupancy before the spring of 1966.

The rental to be determined is one which will take effect at an unknown date when construction costs, economic conditions and other factors which must be considered may be considerably altered. Since it is not possible to forecast accurately the scope and direction of these changes, the rental value estimate here determined must assume that certain factors will remain unchanged -- such as the value of the dollar, the competitive situation among other facilities, spectator interest in various types of sports and entertainment activities, and the makeup of organized athletic leagues. Some allowance can be made for the anticipated changes in construction costs based on past trends; and developments in the economic environment can be anticipated, based on reasonable projections of population growth.

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In summary, the rental value estimate determined in this report is the value which is anticipated for the time of completion and use of the proposed Coliseum Complex and is based on the assumption that those factors which cannot be reasonably forecast will remain constant. As a frame of reference we have assumed that those factors which are considered to remain constant are as of the date of this report, and the effective date of the first rental payment is anticipated to be in July, 1966.

B. Nature of the Rental Value to be Determined

We know of no specific definition for fair rental. We are of the opinion that the same conditions that are necessary to provide fair market value and the transfer of real property apply to the exchange of rights in a rental agreement. The standard definition of value as cited in the California Supreme Court is as follows:

"The highest price estimated in terms of money which the land would bring if exposed for sale in the open market with reasonable time allowed in which to find a purchaser, buying with knowledge of all the uses and purposes to which it was adapted and for which it was capable . . . the highest sum that the property is worth to persons generally . . . " (Sacramento Railroad Company vs. Heilbron).

This might be paraphrased as follows:

"The highest rental estimated in terms of money which the property would command if exposed for rent in the open market with reasonable time allowed to find a tenant who rents with knowledge of all of the uses and purposes to which property is adapted and for which it is capable."

The California Supreme Court in the case of De Luz Homes, Inc. versus the County of San Diego in an assessment matter offers the following value commentary:

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" . . . the price of property would bring to its owner if it were offered for sale on an open market under conditions in which neither buyer or seller could take advantage of the exigencies of the other. It is a measure of desirability translated into money amounts.. . . "

Of particular interest is the reference to desirability which recognizes the amenities that the property may offer over and above the matter of "uses and purposes" often cited as the basis for value. The rental value estimate to follow must deal in the matter of amenities as well as basic utility, with some of these amenities being of a subjective nature. This will be discussed at greater length in a section to follow.

The next question to be considered is the degree to which the subject situation qualifies under the various items of the fair market value definition. As a practical matter it seems evident that in the subject case the market is limited to one buyer and one seller. There is, however, nothing in the various definitions of value that indicate that the market must be comprised of any given number of buyers and sellers. While there is apparently only one reasonable buyer and one reasonable seller, it cannot be said that either party is acting under duress. While they must negotiate an agreement with one another, there appears to be no more compulsion on one side than on the other and neither party is forced to come to terms with the other. There appears to have been a reasonable time for the parties involved to consider the "uses and purposes to which (the property) was adapted and for which it was capable." A number of years will have transpired between the initial consideration of this agreement and its culmination. Both parties have apparently made extensive studies and this report represents an aspect of investigation by the proposed sub-lessee.

From an appraisal standpoint we conclude that the rental transaction under study meets the test of the definition of fair market value, as amended, to apply to a lessee-lessor relationship.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

C. Philosophy of Analysis

1. Lessee's Interest

One of the definitions of value quoted above relates value to desirability of the good under appraisal. Desirability is based on many factors and is rarely limited to the matter of shelter or simple use of space. The various factors which together create a degree of compulsion to possess a good, which in turn determines the price the buyer is willing to pay, constitute the "bundle of rights" which the real estate appraiser seeks to measure in determining value.

Portions of these "rights" are amenities which accrue to the possessor as rights of ownership (or control). Among the more objective of these amenities are such items as climate, natural features, newness, quality of neighborhood, access, terrain and so on. Among the more subjective amenities are such items as architectural style, floor layout and room arrangement, nature of immediate neighbors, status of neighborhood, prestige of address and so on.

In evaluating the amenities in the case under study considerable departure from the list of standard real estate features is required. We believe the appraiser must consider the goals of the sub-lessee, in this instance the community, as represented by its city and county governments. In more direct terms, what advantages will accrue to the community by leasing the Coliseum Complex?

The obvious rights or amenities to be provided deal principally with the provision of a modern facility for holding large outdoor athletic events; such presentations as circuses, ice shows, and horse shows; exhibit space to accommodate commercial exhibitors; and such civic-connected events as Fourth of July fireworks displays, other holiday observations and youth activities (Boy and Girl Scouts).

Less obvious is the advantage or amenity resulting from the use of the Coliseum Complex in conjunction with business meetings and conventions. While the facility is not ideally suited to this use, it does offer a large exhibit area with sufficient seating capacity for any type of meeting or business presentation and ready access to automobile traffic. This amenity or advantage is limited by the lack of adequate transient lodging facilities.

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In the same order of recognition is the matter of the community's ability to seek new professional athletic activity. This pertains largely to professional baseball, inasmuch as it is the stated policy of the National and American Leagues not to allow a franchise to be moved to a community where an acceptable stadium does not exist or is not guaranteed.

At a somewhat lower level of recognition are those amenities which involve the economics of the community. The initial impact will be the expenditures for construction. The outlay of \$25,000,000 for the construction of the Coliseum Complex will result in an economic gain for construction workers and sub-contractors and the suppliers of building materials. The same benefits would accrue from any project which resulted in a similar construction expenditure. The secondary benefit would result from the operation of the facility, the employment that it engenders and the materials and services that are consumed in its operation. The completion of the subject complex may well result in other construction programs. Its ability to serve business meetings and conventions may result in the construction of additional transient lodging facilities, which are needed if Oakland is to successfully compete in this market. If new motels and hotels are constructed, they in turn will generate employment and concurrent economic activity.

If athletic contests of a major nature and business meetings and conventions are held at the Coliseum Complex, visitors will be attracted from outside the Bay Area. These visitors can be expected to require food and lodging and to make other purchases in the East Bay Community. These expenditures have reverberative secondary and tertiary effects, as they are followed by subsequent re-expenditures by recipients of the initial payments.

In the lowest order of recognition as an amenity (but not necessarily last in the order of importance) is a matter of community pride and recognition. Big league sports functions held in Oakland will place the name of the community in the public eye to a greater extent than is now experienced. Separate listing in the roster of major league cities would give Oakland and the East Bay community separate identity as Brooklyn, New York, was given identity by the Dodgers. More widespread knowledge of the community may result, as in the case of Greenbay, Wisconsin, and the Packers football team. Increased identification could result in increased economic activity, as a result of business firms seeking new locations or locations for branches, choosing the East Bay Community when they might otherwise have overlooked it.

While difficult to measure in terms of a dollar value to the community, particularly when translated into fair rental value for a stadium-arena complex, these factors nevertheless are amenities which go with the bundle of rights to be possessed by the sub-lessee. The importance of having a facility to house large athletic outdoor contests is evidenced by the action of such cities as

Washington, D.C.; Baltimore, Maryland; Milwaukee, Wisconsin; Minneapolis, Minnesota; St. Louis, Missouri; and many others. In studying the problem of estimating the fair market rental for the Oakland-Alameda County Coliseum Complex, we conclude that all amenities must be considered in arriving at a value estimate. Omission of consideration of any of these amenities would result in an under-estimation of the market demand or market response of lessee parties.

2. Lessor's Interest

The Lessor's or developer's position in a rental transaction is normally to protect, repay and obtain a fair return on his investment. In most commercial rental agreements the amount of rent approximates that sum required to retire the investment in the improvements over the period of their economic life and pay an interest return on the outstanding investment each year during this period of time. The applied interest rate is usually determined by the competitive market for money and is largely a matter of the going rate for mortgage money as of the date the lease is consummated.

Another factor which will determine in part the interest applicable to a given real estate rental transaction is equity return. As in the case of interest rates on borrowed funds, equity return is largely dependent upon the amount of risk the investment involves. In recent years equity return has been heavily influenced by federal income tax regulations. Investors have shown a willingness to purchase property at prices that result in considerably lower equity returns in order to provide depreciation deductions.

Investment in this instance is defined as cost of land and improvement or purchase price. In the case of new property, the basic determination of rent levels from the standpoint of the lessor is the size of his investment. Investment in or the cost of the property being leased is not a market consideration as set forth in the definition of market value.

The next consideration, from the lessor's standpoint, is the possibility of adverse developments affecting the property taking place at some future date. The principal among these would be the loss of a tenant, the tenant's inability to make the rental payments specified by a lease, increases in operating costs, real estate taxes and so on. The advent of the "net net" lease reflects the lessor's desire to reduce the latter hazard to a minimum. The degree of probability of experiencing adverse conditions bases the risk estimate.

A third basic consideration of the lessor in estimating the necessary rental return is the sum of his management obligations. As a minimum obligation the landlord must collect the rental income and distribute the proceeds. If the lessor is required to insure the building, provide exterior maintenance and pay the real estate taxes, additional service costs are encountered. In many types of real estate investment, extensive additional services are provided by the lessor and their cost, including the function of administration, should be covered by the rental payment.

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D. Method of Analysis

Our analysis of the fair rental of the Coliseum Complex considers the lessee's and lessor's interests as outlined above. In the case of the lessee's interest, it is not possible to value these on an item by item basis, many of them being of an entirely subjective nature. The validity of the sum of these considerations as increments of value is substantiated by:

1. The acceptance by the Alameda County Board of Supervisors and the Oakland City Council of the proposed project contingent on the findings of this rental analysis and financial feasibility study.
2. The construction in many cities of both stadium and arena facilities, indicating the value of such facilities to the community as a whole.

It is our conclusion that the composite of these considerations is represented by a just return on the fair market value of the proposed facility. Stated another way, the value of the amenities and property rights to be received by the sub-lessee (Alameda County and the City of Oakland) is measurable only in terms of the lessor interest.

In considering the interests of the lessor, we have studied each of the risks inherent in the proposed financial arrangement and any off-setting factors. Using our knowledge of the real estate investment market and the value placed on the various risks that the entrepreneur can encounter, we have assessed the over-all risk position; i.e., the desirability of the entrepreneurial position under the proposed program of benefits and restrictions. More simply, what inducement in terms of rental is necessary to attract a knowledgeable party to occupy the position of sub-lessor in the development of the Oakland-Alameda County Coliseum Complex. The fair rental, then, is the lowest possible rental which will attract capable entrepreneurial effort and result in the satisfactory completion of the project.

The rental analysis first makes a determination of the value of the subject facility on its completion, considering construction cost, mortgage financing, money received from the City and County during the process of development, and reserves that may be required to establish Coliseum, Inc. as a going concern. Next the risks inherent in the project from the standpoint of Coliseum, Inc. are evaluated and translated into required rental return.

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E. Valuation by the Reproduction Cost Approach

1. Brief Description of the Improvements - Structural Stadium

The playing field will be located 22 feet below sea level and will have a 6 foot thick filter bed of sand and gravel beneath it. The lower grandstand seat forms begin at El. -15' and rise to the main plaza level of El. +3'. The lower portion of the lower grandstand seat form will be a concrete slab-on-grade shaped to form proper treads and risers. The upper portion of the lower grandstand seat form will be precast seat forms supported by concrete beams and columns and steel or concrete pile foundations. The upper grandstands will be poured-in-place concrete frames and seat forms supported on pile foundations.

The main entrance to the stadium from the parking lot at El. +8' down a slight ramp to the main concourse at El. +3' or up a gentle ramp to the plaza level at El. +31'. The main concourse leads directly to the main cross aisle. From this aisle the spectator has to walk a maximum of 25 rows up or down to his seat. From the plaza level the spectator has to walk up 11' to the upper grandstand concourse and into the upper grandstands.

The main concourse extends the full length of the grandstands and contains toilet rooms, concession stands, vendor stations and storage areas. The general construction of the toilet rooms will be ceramic tile floors and walls, and plaster ceilings. The vendor stations, concession stands, and storage rooms will be of painted concrete block walls and concrete floors. There will be similar toilet rooms and concession stands at the plaza level under the upper grandstands.

The upper grandstands will contain a press box and stadium club. It will also contain toilet rooms and concession stands of construction similar to those in the lower grandstands. The press box will be 160' long and contain all facilities for press, radio, and television coverage. The stadium club area will contain a bar and small snackbar. The club area will have carpeted floors, wood panel walls and acoustical plaster ceiling.

A 70,000 square foot multi-purpose exhibit space is provided beneath the plaza level entrance at the west side of the stadium. This space has direct truck access and is related to the restaurant and other public spaces in the link building. This space will be exposed concrete construction, painted, with lighting and ventilation provided. The space will be left as open as possible to allow exhibitors freedom to arrange their displays as they wish.

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The team rooms will be located below the main concourse level at El. -10'. There will be separate locker rooms for home baseball team, home football team, visiting teams and officials. The locker rooms will have painted concrete block walls and plaster ceilings with the toilet and shower rooms of ceramic tile walls and floors. The locker room area will have a direct tunnel access to the dugouts and playing field area.

To provide optimum spectator seating for both baseball and football, the design proposes three movable seat sections. Two of these sections, each seating 1,300 persons, are located parallel to the first and third base lines for baseball games. Constructed of steel as integral units, they can be rotated on tracks or low-pressure tire units. The third portion of the centerfield stands, seating 5,600, can be moved forward, connecting with one of the rotating sections, to provide additional optimum sideline seating for football. The latest developments in lighting and public address systems, scoreboards and facilities for press, radio and television will be incorporated.

Arena Building: The circular arena building, 420 feet in diameter, is designed as a multi-purpose facility to accommodate hockey, basketball, boxing, and other indoor sports activities, as well as large conventions, mass-audience stage and musical events, pageants, circuses and exhibits. Experience of other cities indicates a wide variety of uses for this type of facility on a continually expanding basis. Maximum seating capacity will be 13,800 persons. With the hockey rink installed, the arena will seat 10,500 persons, and for basketball, the capacity will be 11,500. There will be 9,100 permanent seats. The arena floor will be 234' by 128'.

As in the case of the stadium, access will be primarily from the concourse level to minimize vertical climb to any part of the seat bank. The arena will rise 70' above grade, and total height is 97'6". The building will include the latest developments in lighting, acoustics and provision for both regular and closed-circuit television, radio and press. The entire seat bowl can be enclosed by means of a curtain which will rise from a perimeter curtain pocket or can be opened to natural daylight and view of the outside. Padded, theater-type seats are contemplated for the permanent sections.

The main structure of the arena will be of reinforced poured-in-place concrete supported on pile foundations. The roof will be either an exposed suspension type, prestressed, precast concrete or a radial steel

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truss with a suspended acoustical ceiling. The roof will be supported on a framework of diagonally intersecting concrete columns. This system provides an economical method of resisting lateral wind or earthquake forces. There will be a glass and aluminum mullion curtain wall on the inside of the diagonal concrete columns.

The main seating bowl is a partly circular shape completely free of the exterior wall. It will be constructed of reinforced concrete frames and seat forms as will be the remainder of the arena. The main concourse of the arena will be at the plaza level and will encircle the arena seat form, allowing direct entrance into the seats at mid-height of the seat form. At this main concourse will be toilet rooms, concession stands, vendor stations, and storage areas. The interior finishes of these rooms will be similar to their comparable rooms in the stadium.

Beneath the lower portion of the seating and on the level with the arena floor there will be team rooms, mechanical rooms, storage areas, and public toilet rooms for use when spectators are using the arena floor, i.e. boxing, conventions, etc. The team rooms will be finished similarly to those in the stadium and the storage area will be exposed concrete. There will be direct passage from the arena floor level into the link building and the main concourse of the stadium.

Link Building: A two-level building containing 27,500 square feet on each of two floors will connect the arena and stadium. The roof of the structure will provide a plaza leading directly to the main entrances of stadium and arena.

The upper level of the link building will provide space for a public restaurant, kitchen, meeting rooms, administrative offices and other multi-purpose facilities. This level is at the same elevation as the exhibition hall in the stadium to facilitate their combined uses.

The lower level of the link building will contain general storage area, truck dock facilities, commissary storage, building maintenance, and vendor and usher locker rooms. This level is at the same elevation as the arena floor and the main concourse in the stadium to allow for easy movement for concession items, equipment, etc., to these facilities.

General: The total Coliseum complex is planned for maximum utilization for the widest possible scope of activities. At the same time, because of the close relationship of the arena and stadium, substantial operational economies should be achieved, and adjacent parking

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facilities will receive dual use. As final construction drawings are prepared, it is expected that normal refinements will be made in design of the buildings.

2. Reproduction Costs:

It is not within the purview of this report to conduct a detailed engineering cost analysis of the proposed facility. We have been provided cost data by Skidmore, Owings & Merrill, the architects, and Kaiser Engineers; these are summarized in Exhibit B. This estimate was prepared in January of this year and we are informed that it is in the process of being revised and updated.

In our study of existing and proposed facilities in other cities we have obtained cost information covering facilities underway or already completed or estimates on projects not yet started. As a test of the reasonableness of the cost data which have been supplied we have conducted a simple unit analysis of some of this information. Table No. 40 indicates the costs of stadiums, arenas and exhibition halls in various locations. Adjustments have been made for changes that have taken place in the general level of construction costs in those cities since the time the facilities were built and for the cost differentials between these cities and the San Francisco Bay Area.

Stadiums: The information regarding the construction cost of stadiums indicates a range after adjustment from \$190 per seat for Baltimore, Md. to \$653 per seat for the Domed Stadium in Houston, Texas. It is fairly evident that the facilities that are covered by the data contained in this table vary greatly as to their design and quality of construction. This was obvious to us as we inspected some of these facilities. The Milwaukee and Minneapolis Stadiums, while having utility and apparently fulfilling the need to the satisfaction of the various parties involved, are of much more simple design and construction quality than facilities such as the District of Columbia and Houston Stadiums. It would appear that the proposed Oakland-Alameda County Coliseum, while approximating somewhat more closely the type of facility represented by the higher end of the per seat cost bracket, offers certain features of construction that will permit economies in cost in comparison to the most expensive examples. The Shea, Busch and Dodger Stadiums seem of special significance in cost comparison with the Coliseum.

Analyzing the data set forth above, it would be our estimate that a reasonable per seat cost for the stadium section of the subject facility would be \$350. On this basis, the total cost estimate for the 48,400 initial seating capacity proposed is \$16,970,000.

EXHIBIT

ESTIMATE OF COST
OAKLAND-ALAMEDA COUNTY COLISEUM

	<u>General Construction</u>	<u>Mechanical & Electrical Installation *</u>	<u>Total</u>
Section I: Earthwork	\$ 2,024,000	\$ 41,000	\$ 2,065,000
Section II: General Construction			
A. Stadium	5,670,000	2,161,000	7,831,000
B. Arena	4,143,000	1,543,000	5,686,000
C. Link Building	895,000	440,000	1,335,000
Section III: Roads & Parking Lot	<u>927,000</u>		<u>927,000</u>
Sub-total:	\$ 13,659,000	\$ 4,185,000	\$ 17,844,000
Relocate P.G.&E. Transmission Line		175,000	175,000
Owner-Furnished Equipment			
A. Stadium		772,000	772,000
B. Arena		590,000	590,000
Sub-total:	\$ 13,659,000	\$ 5,722,000	\$ 19,381,000
Contingency		429,000	429,000
Escalation		<u>229,000</u>	<u>229,000</u>
Total:	\$ 13,659,000	\$ 6,380,000	\$ 20,039,000
Architect-Engineer's Fees			<u>1,202,000</u>
Total:			\$ 21,241,000
Allowance for Improving EBMUD's New Site			100,000
Allowance for Access Structures			<u>800,000</u>
Total, less movable centerfield stands			\$ 22,141,000
Cost of movable centerfield stands including contingency, escalation and architect-engineer's fee			<u>556,000</u>
TOTAL			\$ 22,697,000

* Includes \$204,000 for
landscaping and other items

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Arenas: The listing of per seat cost of arenas shows a range of costs (adjusted to present day levels) from \$576 to \$943 per seat. In comparing these figures it must be remembered that in some instances the project involved included ancillary facilities over and above the arena itself. In a number of instances, for example, the cost included exhibition halls which are not a part of the central arena facility. In this instance we believe that the most reliable indication of cost is the cost of the Portland, Oregon facility - also designed Skidmore, Owings & Merrill. We are informed by that organization that the facility under appraisement has many similarities to the Portland facility. The main differences cited are the difference in shape of the shell, or enclosing structure, a slightly different seat form and an arrangement permitting 300 additional temporary seats.

Based on analysis of the cost information set forth and relying principally on the cost of the Portland facility, the most reasonable estimate of per seat cost for the arena section of the proposed facility is \$710 or \$6,461,000 for the 9,100 (permanent) seat capacity.

The Link Building: Connecting the Arena and the Coliseum is a unique structure for which we have found little in the way of cost comparisons. Its unique quality is derived principally from the fact that the structure is almost entirely underground, with the roof serving as a plaza or walkway connecting the other two facilities. The interior of the upper floor of the link building will be finished space used for restaurant, kitchen, meeting rooms, offices and so on. The lower floor will be largely unfinished space, used for storage, maintenance and repair, and like activity. With the walls entirely covered by earth fill the cost of the structure is reduced in comparison with a building having finished exterior walls.

The Portland Memorial Coliseum, designed by the architect who is designing the Coliseum Complex, also features an adjoining structure recessed in the ground. The Portland building, used as an exhibition hall, cost approximately \$16 a square foot at the time of construction, and, adjusting for increases in cost that have taken place since that time and for the differential between Portland and Bay Area construction costs, the unit cost today would be \$18.25 per square foot. In considering the Link building under appraisement, its smaller size and greater ratio of wall perimeter to floor area would tend to increase its costs on a square foot basis in comparison to the Portland facility. On the other hand the subject structure is a two-story building which, on a unit basis, should tend to reduce the unit cost in comparison to a single-level building. The link building is only partially finished on the interior, while the Portland facility, we believe, is largely finished. Considering all of these factors, we have estimated the reproduction cost of the link building to be \$20 per square foot, a total of \$1,100,000 for the 55,000 square feet of total floor area.

Table 40

STADIUM AND ARENA CONSTRUCTION COST DATA

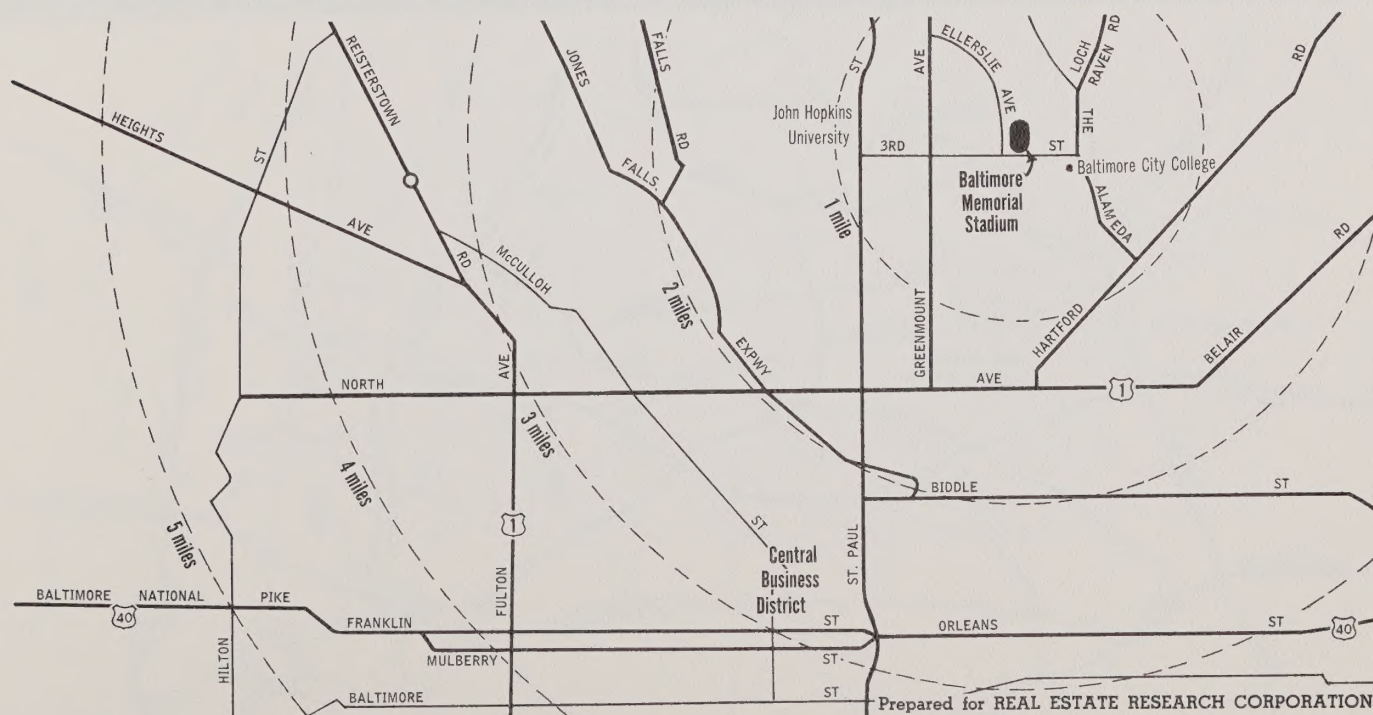
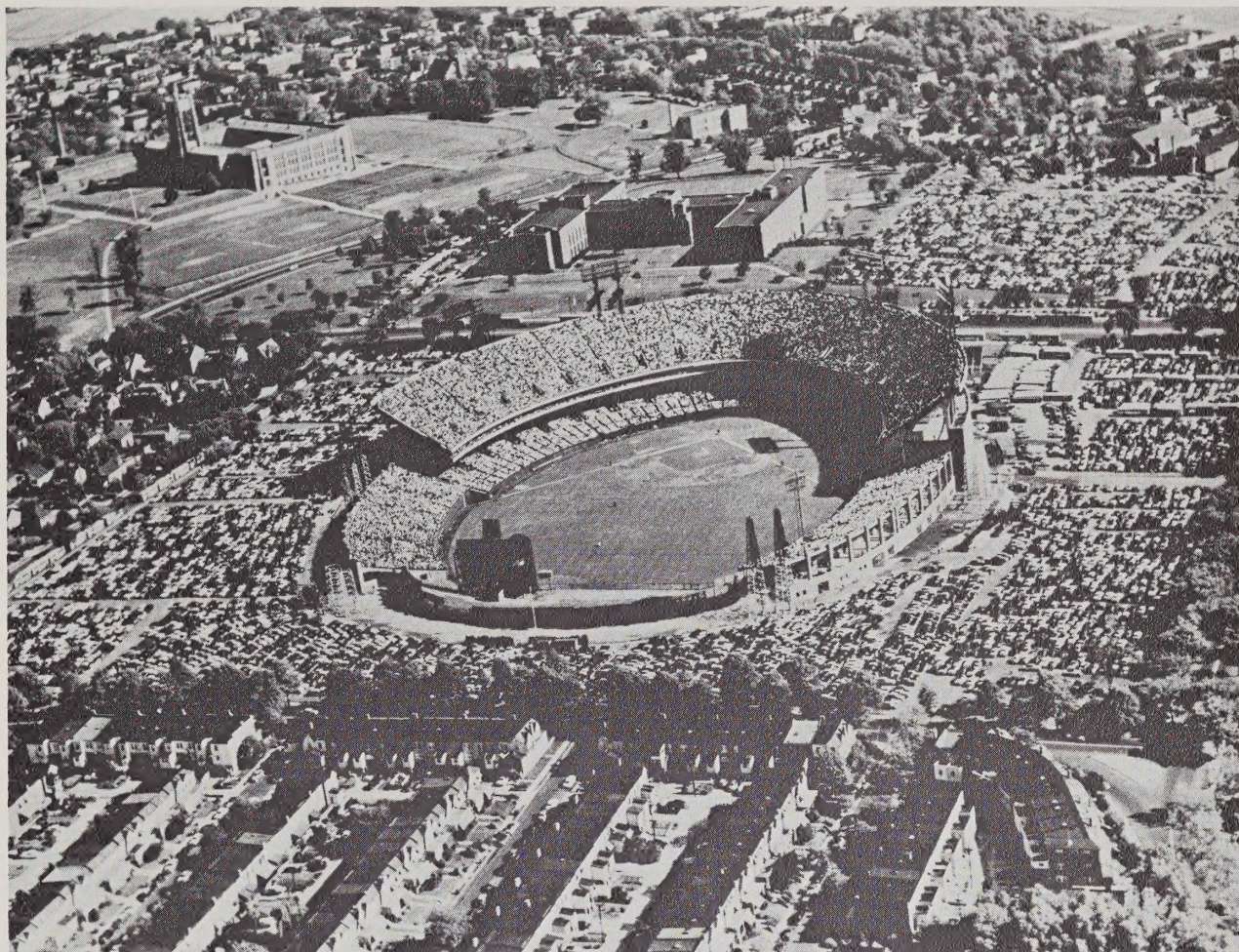
<u>Stadiums</u>	<u>Location</u>	<u>Date of Completion</u>	<u>Cost of Construct.</u>	<u>Adjusted Cost</u>	<u>Number Seats</u>	<u>Cost Per Seat</u>
Baltimore Memorial Stadium	Baltimore, Md. .	1954	\$ 6,500,000	\$ 9,389,900	49,400	\$190
William A. Shea Municipal Stadium	New York, N.Y.	1964	21,000,000	18,864,300	55,000	\$326
Milwaukee County Stadium	Milwaukee, Wis.	1953	8,380,000	12,632,012	44,600	\$283
D.C. Stadium	Washington, D.C.	1961	21,400,000	24,599,300	45,000	\$547
Harris County Sports Stadium	Houston, Tex.	1964	24,600,000	30,184,200	46,200	\$653
Metropolitan Stadium	Minneapolis, Minn.	1961	8,024,000	9,100,820	40,800	\$223
Proposed Stadium	Pittsburgh, Pa.	1967	23,000,000	24,129,300	55,000	\$439
Dodger Stadium	Los Angeles, Calif.	1962	16,000,000	16,915,000	56,000	\$302
Busch Stadium (Proposed)	St. Louis, Mo.	1965	16,600,000	16,704,000	50,000	\$334
Candlestick Park	San Francisco, Calif.	1960	11,000,000	12,246,300	42,500	\$288
<u>Arenas</u>						
Memorial Coliseum	Portland, Ore.	1960	5,591,000*	6,385,510	9,000	\$709
Baltimore Civic Center	Baltimore, Md.	1962	6,254,000*	7,592,340	10,200	\$744
Milwaukee Arena	Milwaukee, Wis.	1950	4,500,000	7,924,050	9,000	\$880
Memorial Sports Arena	Los Angeles, Calif.	1959	5,950,000	6,910,925	12,000	\$576
Veterans Memorial Auditorium	Des Moines, Iowa	1955	4,804,000	6,792,856	7,200	\$943
Utica Memorial Auditorium	Utica, N.Y.	1959	4,200,000	4,319,700	4,700	\$919

*Adjusted to exclude exhibition bldg.

Source: Real Estate Research Corporation.

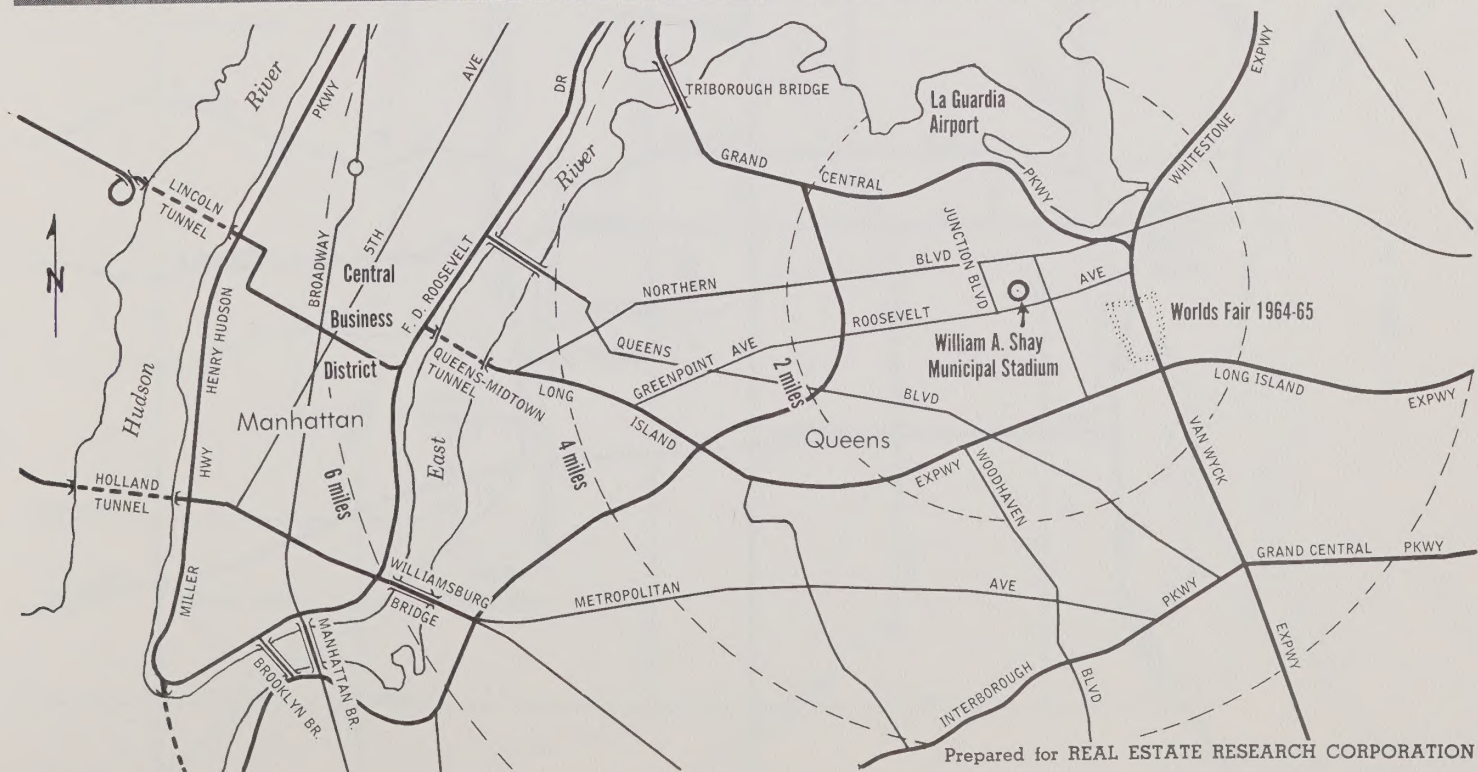
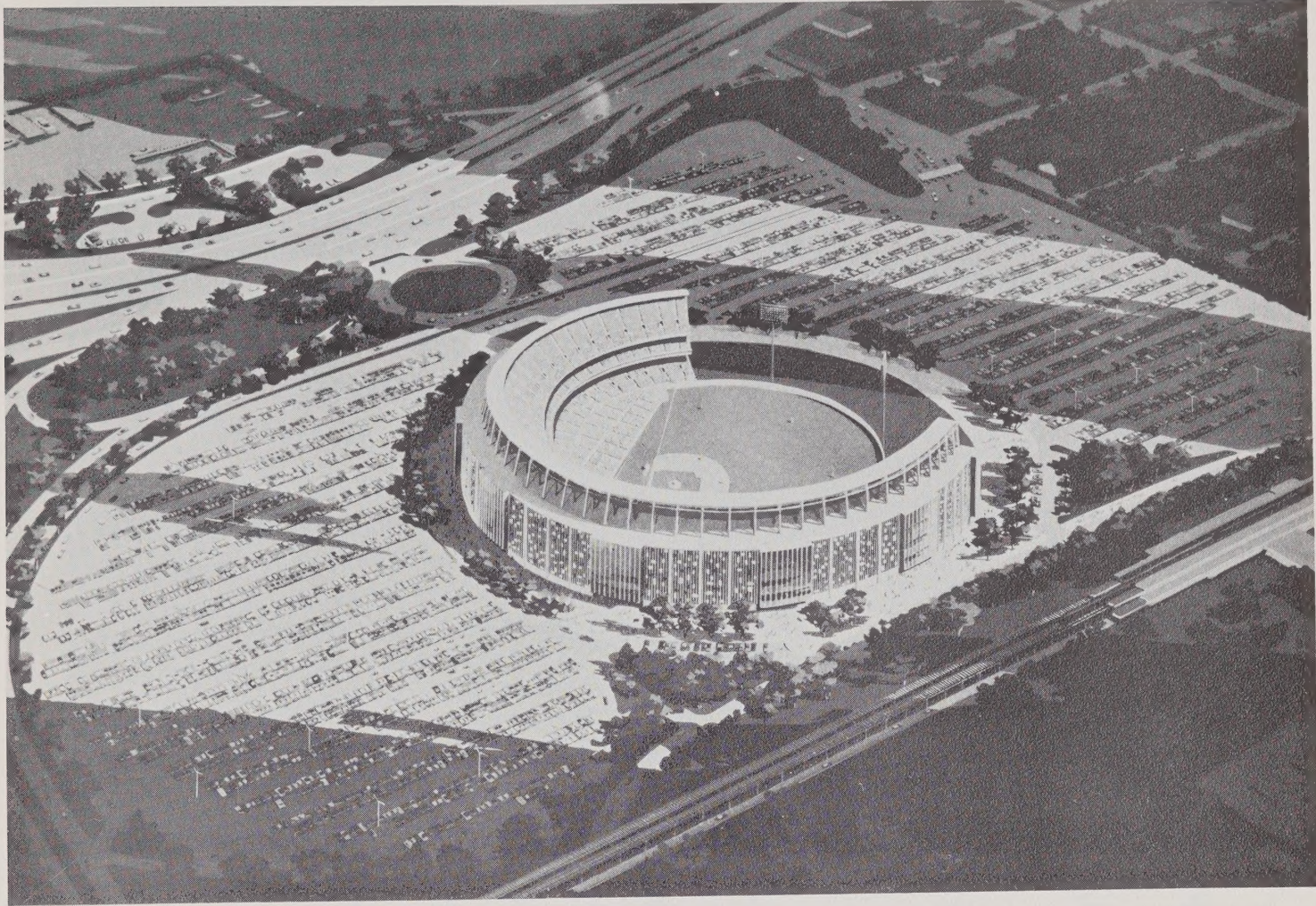
BALTIMORE MEMORIAL STADIUM

BALTIMORE, MARYLAND



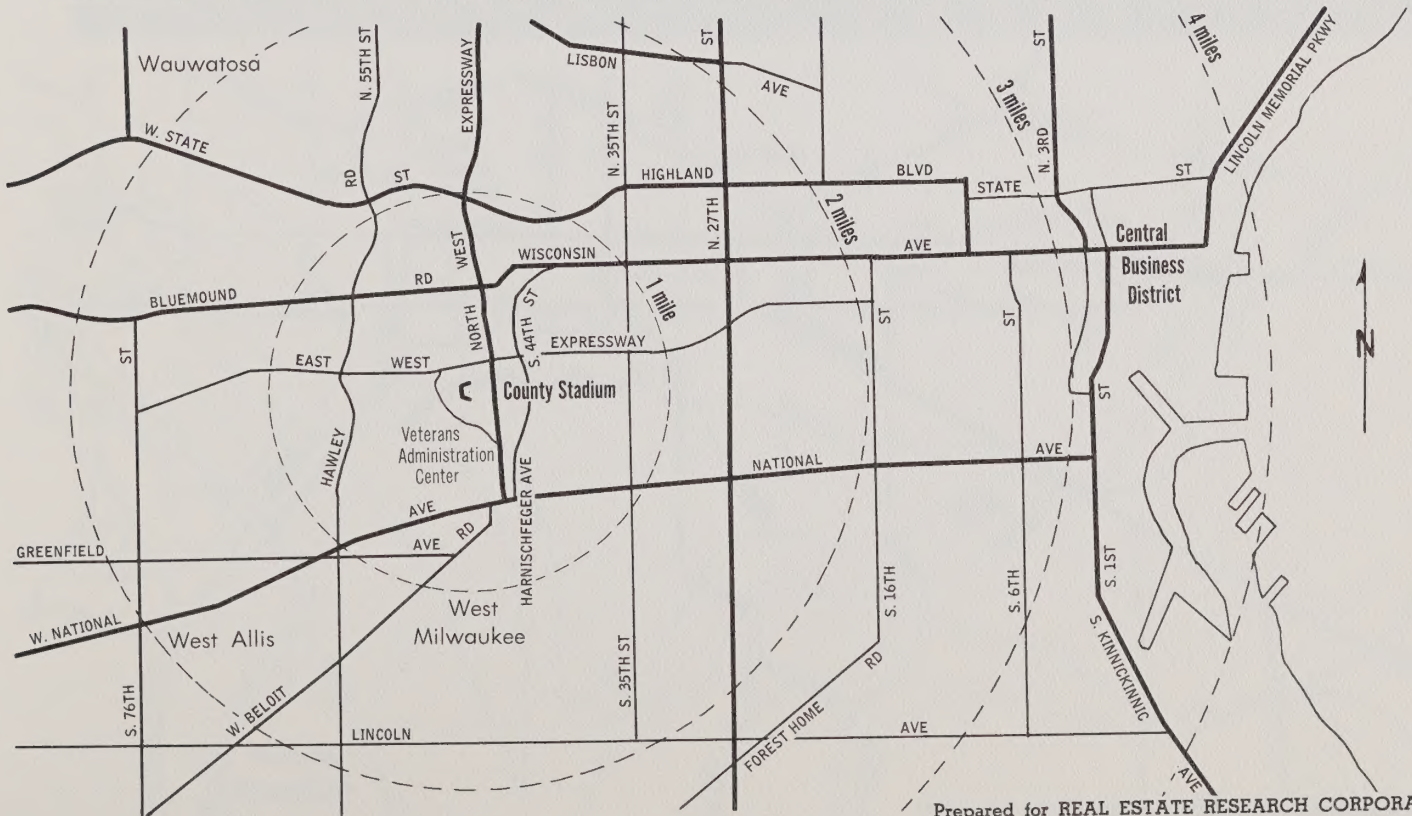
WILLIAM A. SHEA MUNICIPAL STADIUM

NEW YORK, NEW YORK



Prepared for REAL ESTATE RESEARCH CORPORATION

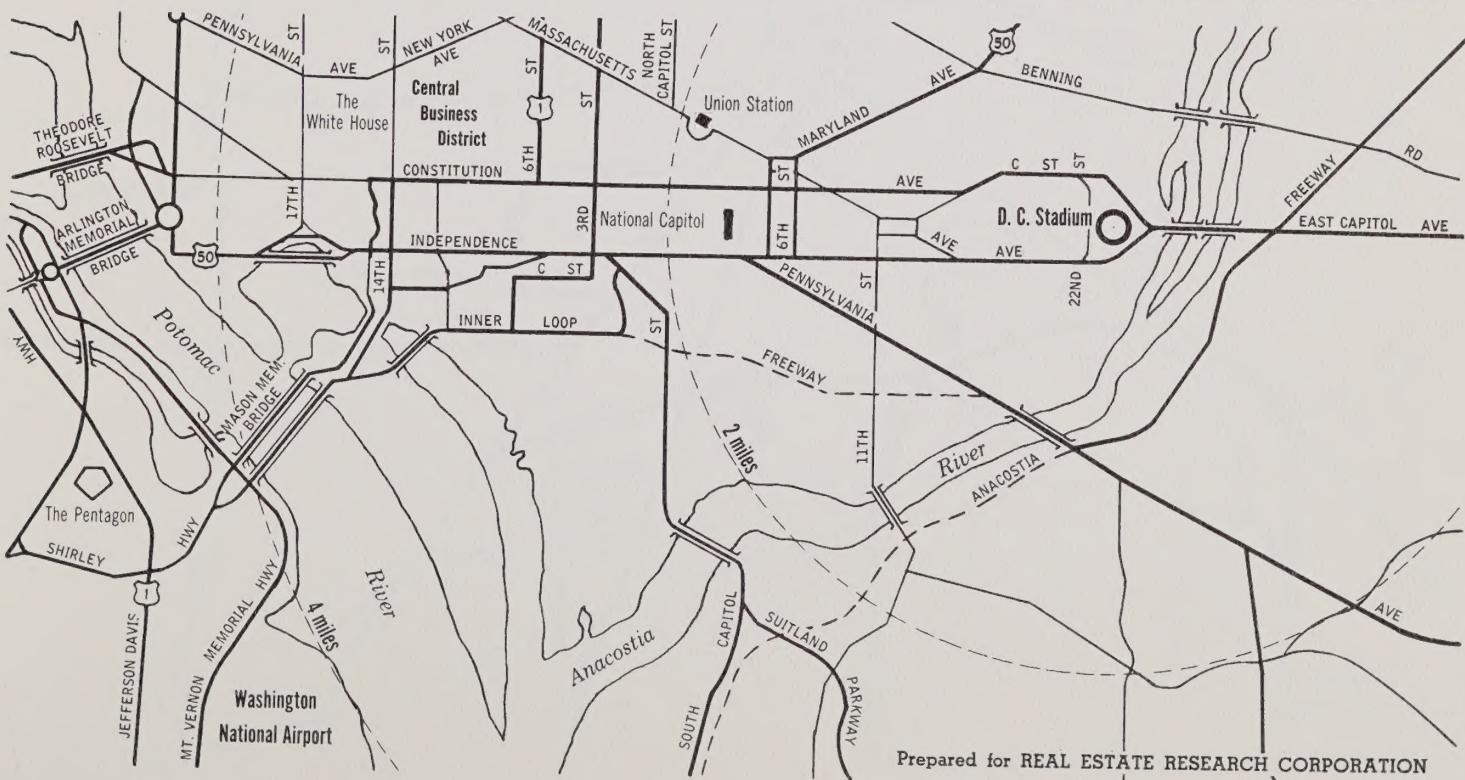
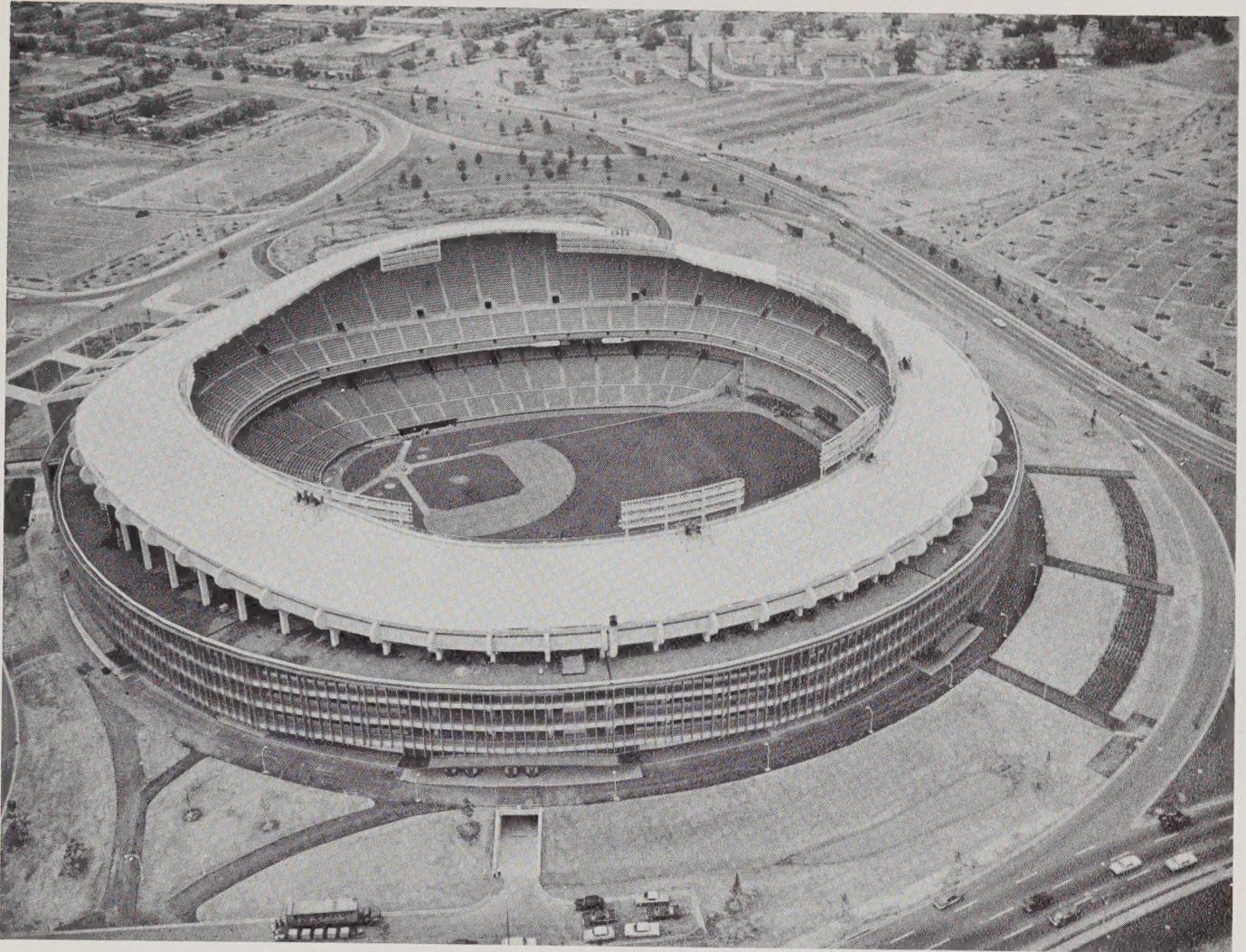
MILWAUKEE, WISCONSIN



Prepared for REAL ESTATE RESEARCH CORPORATION

D. C. STADIUM

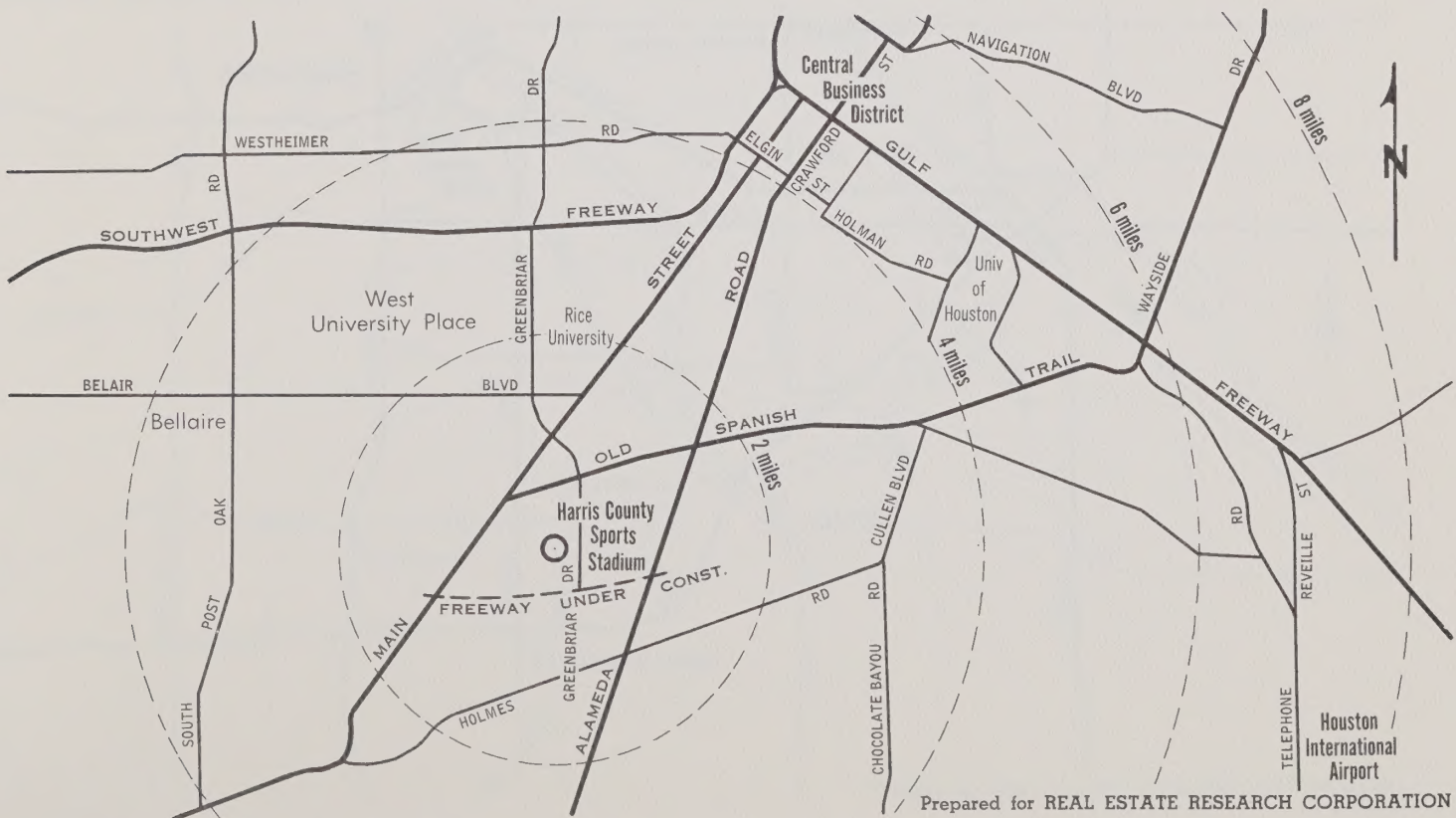
WASHINGTON, D. C.



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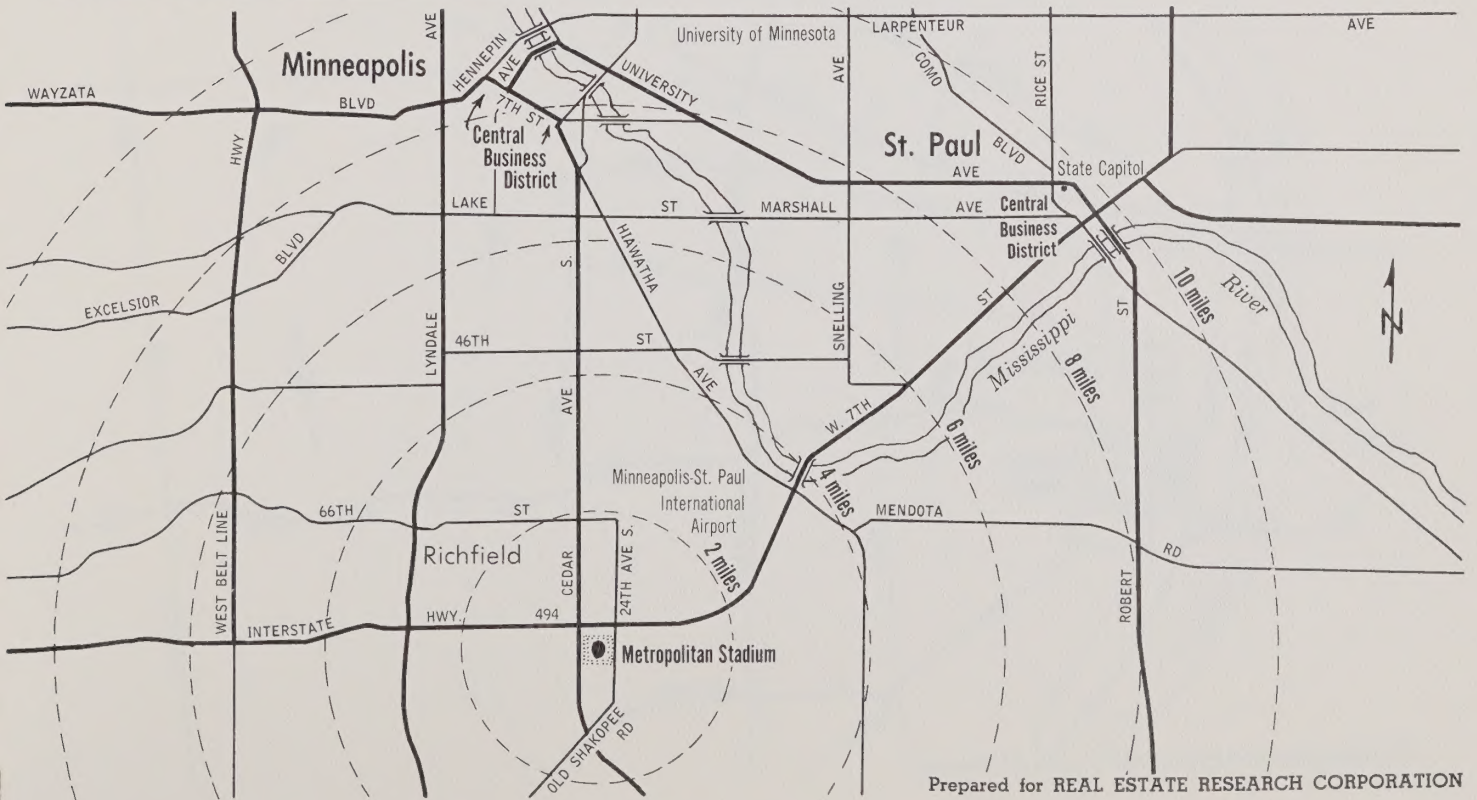
HARRIS COUNTY SPORTS STADIUM

HOUSTON, TEXAS



METROPOLITAN STADIUM

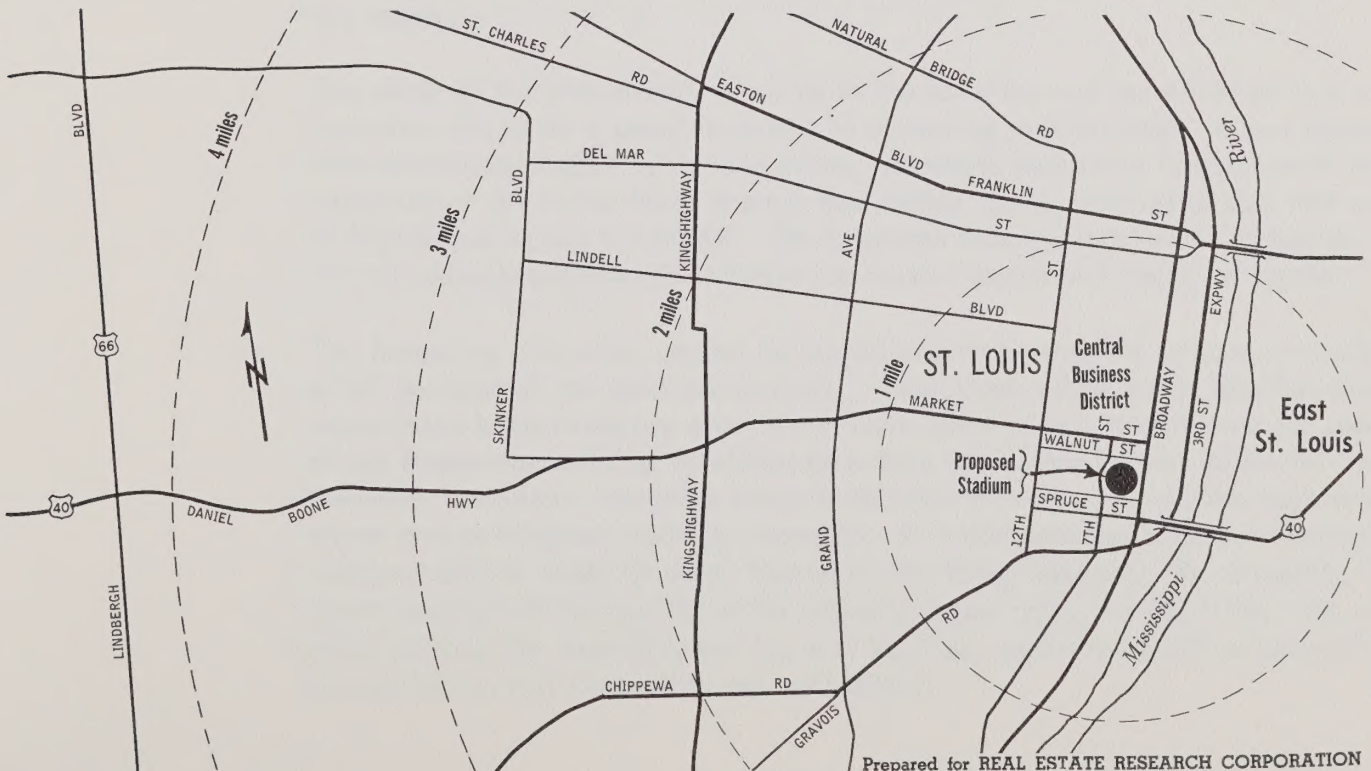
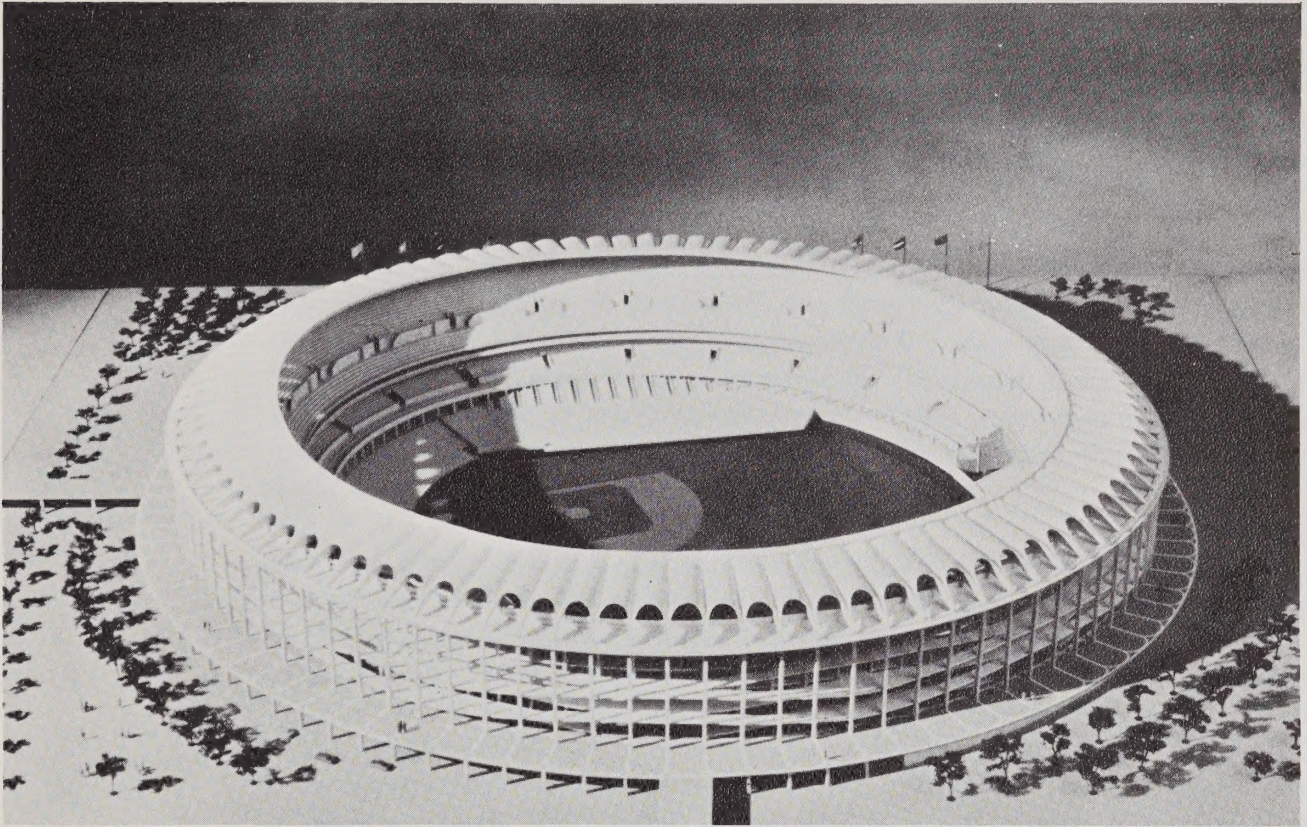
MINNEAPOLIS, MINNESOTA



Prepared for REAL ESTATE RESEARCH CORPORATION

CIVIC CENTER BUSCH MEMORIAL STADIUM

ST. LOUIS, MISSOURI



Prepared for REAL ESTATE RESEARCH CORPORATION

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3. Depreciation

It is possible for a new structure to suffer depreciation. This loss in worth can come either from functional obsolescence, some defect inherent within the property itself; or economic obsolescence, defects resulting from forces outside the property. As indicated in discussions of the site and its environs contained in Chapters II. and V. of this report, there are no apparent items of economic obsolescence. The site and its environs are quite well suited to the use proposed.

In the case of functional obsolescence there are four areas which appear to warrant further study. It is our understanding that these factors are under consideration by the architects and engineers at this time and that improvements in the design will be made where warranted by continued study. One such item is the degree of slope of the Coliseum stands. There appears to be a possibility that under the existing plans the slope is not steep enough and that an increase in the angle of line-of-sight may be required.

The second matter is the adequacy of the exhibit and meeting room space. At the present time 70,000 square feet of exhibit space are provided on one level of the Coliseum in the area under the stands. As is pointed out in Chapter III. of our report, the market does not at this time warrant additional exhibit space. We understand, however, that thought is being given the providing of additional space in the link building, which might be finished and utilized for exhibition purposes at some future date. In our opinion there is a definite need for additional meeting rooms. This matter is discussed in greater detail in Section III.D of the report.

Our study of the preliminary plans as to the location and layout of service areas indicates this to be a possible source of operating inefficiency. In our discussions with stadium managers in various cities, we found particular concern over the adequacy of the lower level storage and supply space, both as to size and ease of ingress and egress for trucks. The proposed arrangement would appear to entail considerable distances between concession stands and points of supply.

The foregoing discussion cannot be considered as a complete adequacy-analysis of all portions of the proposed project. Those items of potential obsolescence which have been cited are ones which have come to our attention as the result of our inspection of other facilities and study of the preliminary plans for the Coliseum Complex. We have considered other aspects, such as site ingress and egress and parking and seating capacity. It is our conclusion that no reasonable comment can be made on these factors at this time; capacity, for example, is a direct product of the quality of the athletic teams using the facilities. In many other sectors, for example, seating and lighting, definite specifications will not be available until final plans are authorized.

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It is our conclusion that while there are indications of possible obsolescence, no loss in worth has been suffered since the design function is not completed.

Summary

Our study of the cost of comparable facilities, with adjustment to May of 1963 and to San Francisco cost levels, provides the following estimate of reproduction cost:

Stadium	\$ 16,970,000
Arena	6,461,000
Link Building	<u>1,100,000</u>
Total	\$ 24,531,000

The basis for this cost estimate is the comparative cost of other arenas and stadiums built separately. There would appear to be economies in overhead and construction that would result in reduced cost if the facilities were built as a single project. Our inquiry of some contractors indicates that this saving would probably be in the order of from 5 to 10 per cent. There is a contrary opinion that lower bids will result from fractionalizing the project, thus permitting smaller contractors to participate. We have compromised these positions by assuming a saving at the bottom of the stated range, and deducting an amount equivalent to 5 per cent of the total cost previously determined to compensate for this saving. The result is as follows:

$$\$24,631,000 \times .95 = \$23,399,450$$

We have assumed that the structure will be under construction for a period of from two to three years and that final contracts will be let during 1964 and 1965. On this basis the cost estimate shown above will be below the actual cost because of the continuing upward trend in construction costs, both nationally and in the Bay Area.

According to the Boeckh Index of construction costs, steel-masonry structures in the Bay Area have risen in cost an average of 2.3 per cent per annum over the past five years. We are of the opinion that costs will continue to increase at approximately the same rate in the foreseeable future. Adjusting for a two year increase, we have added 4.6 per cent or approximately \$1,076,400 to our previous estimate, providing a total reproduction cost of \$24,475,850 - we have rounded to \$24,500,000. On that basis the value by the reproduction cost approach would be as follows:

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Construction cost of the improvements	\$ 24,500,000
Depreciation	<u>none</u>
Value of Improvements	\$ 24,500,000
Land Value	<u>1,100,000</u>
Value Estimate	\$ 25,600,000

In order to determine appropriate rate of interest for establishing the return on the investment of the developer, we have studied a number of transactions involving ARA credit risks. Principal among these are the sale of three properties under long term loans to the Federal Government as post office stations. It is the practice of the Post Office Department to have stations erected on a lease-back basis with the improvements designed to governmental specifications. From the standpoint of the purchasers of these developments, the nature of the lease agreements and the credit standing of the tenant, use of such charges are to minimize the investor's risk. These properties re-sell at prices that represent abnormally low equity returns; the purchaser provides the equity return as an "after-tax" basis. In three such transactions involving the communities of Chico, Mountain View and Placerville, the interest return after amortization for recapture of the investment and improvements was indicated to be 3.2 per cent, 4.75 per cent, and 5.14 per cent respectively. Considering the magnitude of the subject project and the difference in the credit risk and the property expenses involved, we have estimated the risk to a private developer on the basis of a 5 3/8 per cent interest rate.

With the exception of real estate taxes, which an owner-developer would be required to pay, we have assumed operating responsibility and resultant operating costs on the same basis as Coliseum, Inc.'s responsibility under the terms of the proposed agreement. Thus envisioned, we believe that the developer would compute the required rental payment as follows:

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F. Fair Rental for an Owner-Developer

As a check point we have first considered the proposed development program as if construction were to be by a private investor (not acting as a non-profit entity) who would purchase the land, erect the structures and lease the property to the city and county jointly. For the sake of comparison we have assumed that the lease agreement would be for a 35-year period and that at the end of this time the property would revert to the developer as in the case of a normal commercial development. Under this program the lessor would be entitled to take depreciation allowances over the life of the investment but would not be entitled to the benefits accruing from the tax-exempt status of the bond issue.

In order to determine appropriate rate of interest for establishing the return on the investment of the developer, we have studied a number of transactions involving AAA credit risks. Principal among these are the sale of three properties under long term lease to the Federal Government as post office stations. It is the practice of the Post Office Department to have stations erected on a lease-back basis with the improvements designed to government specifications. From the standpoint of the purchasers of these developments, the nature of the lease agreements and the credit standing of the tenant are of such character to minimize the investor's risk. These properties re-sell at prices that represent abnormally low equity returns; the purchaser computes his equity return on an "after-tax" basis. In three such transactions studied involving the communities of Chico, Mountain View and Piedmont, the interest return after allowance for recapture of the investment and improvements was indicated to be 5.2 per cent, 4.95 per cent, and 5.14 per cent respectively. Considering the magnitude of the subject project and the difference in the credit risk and the property expenses involved, we have estimated the risk to a private developer on the basis of a $5 \frac{3}{8}$ per cent interest rate.

With the exception of real estate taxes, which an owner-developer would be required to pay, we have assumed operating responsibility and resultant operating costs on the same basis as Coliseum, Inc.'s responsibility under the terms of the proposed agreement. Thus envisioned, we believe that the developer would compute the required rental payment as follows:

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Investment (see Table 41)	\$ 26,100,000
Less present worth of reversion (35 years hence at 5-3/8 per cent)	1,360,000
Net investment to be earned over the 35-year period	24,740,000
Required amount to retire this net investment over a 35-year period at 5 3/8 per cent $\$24,740,000 \div 15.6275$	= 1,583,000
Estimated real estate taxes	625,000
Management and Other operating costs	50,000
Rental required	\$ 2,258,000

In computing the reversion we have estimated an economic life for the improvements of 50 years. At the end of 35 years the improvements would be 70 per cent depreciated. The land has been assumed to revert at its present value, providing a reversionary sum of \$8,500,000.

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Table 41

COLISEUM, INC. INVESTMENT AT DATE OF COMPLETION

Expenditures

Land cost.	\$ 1,000,000	
Onsite construction, including site preparation, site improvements, architects' and engineers' fees.	24,500,000	
Offsite construction including contingencies	1,000,000	
Interest on borrowed funds	3,000,000	
Miscellaneous, including legal, accounting, underwriting expense, insurance, etc.	750,000	
		\$30,250,000

Less Credits

Land cost.	\$ 1,000,000	
From City-County for initial planning, design and engineering	250,000	
From City-County for final plans and specifications	1,250,000	
Interest income on unspent funds.	900,000	
Rental payment for six months	750,000	
		4,150,000

Net Position

\$26,100,000

Source: Real Estate Research Corporation estimates and Agreements between the City and County and Coliseum, Inc.

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G. Assessment of the Risk Position of Coliseum, Inc.

Initial Position on Completion

Table 41 summarizes the financial risk of Coliseum, Inc. in this venture at the time of the completion of the facility - assumed to be three years after the bond issue. The first two entries are self-explanatory. The offsite construction cost amount represents Kaiser Engineers' and Skidmore, Owings & Merrills' estimate of \$100,000 for improving the site traded to East Bay Municipal District, and \$800,000 for Coliseum, Inc.'s share of a proposed interchange structure serving the property plus a contingency item of \$100,000.

Interest on borrowed funds is based on 4 per cent for three years on \$25,000,000 - the proposed bond issue. The Miscellaneous account is an arbitrary estimate of all such expenses from the date of inception of the program to the completion of the facility.

In the list of credits the first three items have been taken from the proposed agreement. Interest income on unspent funds assumes an average Treasury Bill rate of 2.8 per cent and one-half the total sum of \$26,000,000 to be unspent over the 30-month period of construction. It is assumed in this analysis that some part of the facility will have been in use for six months prior to its actual completion, and that one-half year's rent will have been received at this time.

A comparison of the sum of these estimates indicates a net position of \$26,100,000.

Continuing Risks after Payments Have Been Started

The major risk factor in any investment is the quality or credit standing of the tenant. A responsible government entity whose obligations are founded on the revenue from taxation, represents an excellent risk from a real estate investment standpoint. It ranks above all commercial organizations in this regard. The credit of the sublessee represents a minimum risk in the scale of real estate investments.

Property expenses accruing to Coliseum, Inc. are limited to a few. Some management will be required to handle the collection and disbursement of rental. Accounting, legal services, and insurance all represent items of management or administration of the real estate investment. These are over and above any consideration of the operation of the arena and coliseum facilities.

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We have studied the possibility of a real estate tax assessment on the basis of a possessory interest. In discussing this matter with the Office of the District Attorney of Alameda County, it was indicated that should ad valorem taxes be assessed, they will be chargeable against operations under the terms of the operating agreement, rather than directly to Coliseum, Inc. as the sub-lessor. The Alameda County Assessor indicates that unless value can be demonstrated by the presence of a profit in the operation of the facility, little or no value could be established in the form of a possessory interest. As shown in Chapter IV., we anticipate that after the third year of operation a net operating revenue in excess of \$600,000 may develop in an average year of operation. Accordingly, a tax of \$135,000 might be levied, assuming capitalization of net income on the basis of a 33-year economic life and an eight per cent interest rate. There is some question, however, in view of the strict provisions of the operating agreement, ground lease and the City County sub-lease (precluding Coliseum, Inc. from benefitting from any excess revenues, either in the operation of the facility or in the real estate management function) and the fact that Coliseum, Inc. is a non-profit corporation, that real estate tax could be levied. On this basis we have assumed that there will not be a property expense for ad valorem taxes.

The only sizable continuing financial obligation of Coliseum, Inc. is the annual payment for debt service. The financial consultant to Coliseum, Inc., Blair and Company of Chicago, Illinois, has indicated a probable interest rate of four per cent on the proposed bond issue. A higher rate would be required were it not for the opinion that the issue would be of a tax exempt type. Our discussions with other investment firms would indicate that the four per cent rate is valid on today's market. (The Los Angeles County Music Hall issue of 1962 for \$13,730,000 carries a rate range of from 3.5 to 4.4 per cent.)

Assuming an annual payment, the interest and amortization of a \$25,000,000 loan over a 35-year period at four per cent requires approximately \$1,340,000 per annum. At 3-7/8 per cent this would reduce debt service expenditure to approximately \$1,315,000; at 4-1/8 per cent the annual payment would be \$1,360,000. If a \$26,000,000 issue is required, the annual debt service would be \$1,369,500 at 3-7/8 per cent, \$1,393,000 at four per cent and \$1,416,700 at 4-1/8 per cent (rounded to the nearest \$100).

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

In addition to the risks which have been discussed, Coliseum, Inc. also assumes a contingent liability for the operation of the facility. The basic agreement between Oakland-Alameda County Coliseum, Inc. and the City of Oakland and County of Alameda distinctly separates the real estate management (lessor) function from the actual operation of the facilities. Under the terms of the agreement, Coliseum, Inc. will perform both of these functions - each under separate contract. Under the terms of the operating agreement excess funds in those years where income exceeds expenses is turned over to the City and County jointly to become part of their general funds. Should operating revenues be insufficient to cover operating expenses, Coliseum, Inc. "may, at its option advance monies ...to be disbursed...for the payment of operating and maintenance expenses. If at any time the aggregate amount of money advanced by the operator... exceeds \$250,000, operator may at his sole option terminate the operating agreement and be relieved of any further duties or responsibilities hereunder, and no such termination shall affect in any way the right and liabilities of the parties hereto under the ground lease or the city-county sublease." On the basis of this agreement, it is clear that Coliseum, Inc.'s maximum liability in connection with the operation of the proposed facilities is \$250,000.

Another contingent liability accruing to Coliseum, Inc. is the possibility of construction cost increases in excess of those forecast elsewhere in this report. The basic agreement between Coliseum, Inc. and the City and County does not appear to be specific as to who is financially responsible for the making of alterations. In our opinion, this also represents a contingent liability.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

H. Conclusions

In conclusion, it is our determination that the rental agreement under consideration does not qualify as a real estate investment in the normal sense. The lessor or landlord function in this instance does not carry with it the right to make annual deductions from revenue for depreciation allowances. On the other hand, the nature of the tenant credit risk, the non-profit character of the developer, and the resultant probability that the bonds to be issued will be tax-exempt, enable the developer to borrow funds at a much lower rate than would otherwise be possible.

It is our opinion that the entrepreneurial position here envisioned should be compensated by an annual rental which provides:

- a. the amount of annual debt service, assuming a funding of the sublessor's net position at the time of completion of the Complex;
- b. those operating expenses that will be encountered;
- c. operating reserves to provide for contingent liabilities and other contingencies.

While we have indicated what we believe to be a reasonable operating program in Chapter IV. of this report, our study and investigation would indicate that an operation of this type would be subject to fluctuating income and expense totals from year to year. Because of the vicissitudes of spectator support of various entertainment forms, there will be years in which the net operating income will be considerably higher than in others. On this basis it is not possible to substantiate net income on a year-to-year basis, and the facility will be subject to cyclical swings in yields as a result of the competitive aspects of professional sports.

On a contractual basis, the exposure of Coliseum, Inc. in operating the facilities is limited to \$250,000. The annual rental should provide a cushion of reserve for this contingent liability. In the event that no expenditure is required of Coliseum, Inc. to cover operating expenses (and we doubt that any will be required) the City and County are protected by a clause in the contract of agreement from excess rental payment. The articles of agreement include the following:

"Coliseum, Inc. covenants...that it is a non-profit corporation ...not organized for profit and that no part of its net earnings, if any, will either during its existence or upon its dissolution, either inure to the benefit of any private member or individual or any persons, firms or corporations excepting only the City and the County."

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

It is not possible to determine at this time what interest rates will be in effect at the time bonds are issued. For this reason it is not possible to determine precisely the rental that should be paid under the agreement. Based on present levels of interest rates, fair rental payment is estimated as follows:

Debt service	\$ 1,400,000
Miscellaneous property expenses management, etc.	50,000
Reserves for operations and contingent liabilities	<u>100,000</u>
TOTAL	\$ 1,550,000

Management expense normally falls within a range of 2% to 5% of gross income in commercial real estate ventures. Because of the limited number of services to be rendered in the sublessor function we have applied a 3% factor.

The annual allowance for reserves for operations and contingent liabilities has been assigned on an arbitrary basis of \$100,000. We believe that this is a reasonable allowance, at least during the first 5 years of operation. It is important that these reserves be sufficient to prevent deficits that may occur in early years from necessitating reorganization. A reconstruction of the sublessor function would undoubtedly result in additional time and money investment on the part of the City and County.

On the basis of our analysis of the position of Coliseum, Inc. in the development of the subject facility, under the terms and restrictions of the various contractual agreements, it is our opinion that the fair rental of the property is not less than \$1,500,000.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

I. Contingent Conditions

1. The determinations made in this analysis are based on the proposed agreement between the City of Oakland and the County of Alameda and Oakland-Alameda County Coliseum, Inc. and the various contracts implementing this agreement. We have interpreted these documents in accord with our understanding of their content and in part on the explanation of others. Our conclusions are contingent on the correctness of our interpretation and that provided by others.
2. Information which has been provided to us by others is assumed to be valid and correct subject to the test of reasonableness and, where possible, confirmation.
3. Our study of the matter of possessory interest has indicated that no such interest will be created by the Coliseum development under the proposed terms of agreement. The conclusions set forth above are dependent upon this interpretation of real property assessment in California.
4. Our conclusions assume the number and capacity of entries and exits to the site shown on the preliminary plans.
5. While final plans and specifications have not been prepared, the conclusions set forth herein assume capacities, areas and quality of construction in accordance with the plans, descriptions and photographs provided to us.

VII. SUMMARY OF CONCLUSIONS

A. Major Findings

In our opinion, the proposed Oakland-Alameda County Coliseum Complex is operationally feasible. We also conclude that the annual rental of \$1,500,000 to be paid jointly by the City of Oakland and Alameda County for the right of tenancy is not in excess of the fair market rental for the proposed facilities. The projected net operating income, to be generated by the Coliseum facilities for the credit of the City and County will not, however, be adequate to offset more than approximately 40% of the \$1.5 million annual rental obligation.

It is our conclusion that the Coliseum site in its present condition is, as of today, worth \$1,100,000.

Our research and investigation indicate that there is a reasonable probability that Oakland can attract the major professional sports not now represented. Our conclusions are based on the assumption that major league baseball and professional hockey will be brought to Oakland, and are not valid if this proves impossible.

B. Site and Facilities

The proposed Nimitz-Hegenberger site is centrally located for the regional East Bay population, and the existing and proposed road networks, along with Bay Area Rapid Transit, meet high standards for fast travel and access. The low level of the land dictates that considerable measures must be taken to provide fill, compaction and adequate drainage prior to construction.

The facilities -- Stadium, Arena, and Link Building -- are capable of hosting a wide range of activities. Normal refinements can be expected in the final plans and specifications.

We anticipate that these may include:

1. An increased number of meeting rooms to meet the demands of convention groups who have shown an interest in Oakland and the proposed facilities.
2. More ample receiving, storage, and logistics facilities, to preclude what has become one of the problems facing large stadiums and arenas elsewhere. This is particularly true when consideration is given to the multiple uses to which the Coliseum Complex might be put in the future.

Market Potential and Fair Rental Study, Proposed Coliseum - Oakland, California

3. An increase in the "line of sight" angle from seats in the Stadium.

C. Projected Use and Attendance

The projected days of use and attendance at the Coliseum Complex for a normal year of operation (the third year of operation after completion) is estimated as follows:

	<u>Event Days of Public Use</u>	<u>Total Attendance</u>
<u>Stadium</u>		
Major League Baseball	75	900,000
Professional Football	9	225,000
College and High School Football	5	120,000
Miscellaneous	10	-----
Stadium Total	<u>99</u>	<u>1,245,000</u>
<u>Exhibit Hall</u>		
Consumer and Trade Shows	46	297,000
Receptions	4	10,000
Meeting Room Use	30	-----
Exhibit Hall	<u>80</u>	<u>307,000</u>
<u>Arena</u>		
Sports Events	142	446,000
Spectaculars	40	248,000
Exhibit Type Shows		
(Joint use with Exhibit Hall)	28	-----
Other Shows	8	33,000
Community Service Events	25	132,500
Conventions	10	35,000
Arena Total	<u>253</u>	<u>894,500</u>
TOTAL COLISEUM COMPLEX	432	2,446,500

Major league baseball and professional football are the two most important events projected for the Coliseum Complex. Combined, these two spectator sports account for over 19 per cent of the days of use and almost 46 per cent of the total projected attendance. The convention use accounts for only a minor percentage of the total days of use or attendance.

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D. Projected Financial Performance

On the basis of the projected use and attendance anticipated for the proposed Coliseum Complex facilities, a net operating income of \$637,575 is projected for the third (or first normal) year of operation. Any possible increase in net operating income in subsequent years will be primarily a function of improved quality of attractions, including a higher league ranking of the professional teams to be home-based at the facilities. Expansion of net income as an exponential result of anticipated regional population growth is not, in our opinion, a sound concept and should not be relied upon. A summary of operating revenues and expenses as projected from the findings in this study follows:

Basic Operating Revenues

<u>Rentals</u>		
Major League Baseball	\$ 125,000	
Professional Football	63,000	
Other Sports Events	126,400	
Other Users	<u>216,200</u>	
		\$530,600
Concession Revenues		234,375
Parking Revenues		380,200
Other Income		<u>52,400</u>
GROSS OPERATING REVENUE		\$ 1,197,575

Operating Expenses

Personnel and Other Administrative Expense	\$280,000	
Operating and Maintenance Expense	<u>280,000</u>	
TOTAL OPERATING EXPENSES		(560,000)

NET OPERATING INCOME	\$ 637,575
(Before debt service and real property insurance)	

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Fringe benefits that can be expected to accrue to the community are:

1. Substantial expenditures throughout the Oakland-East Bay region directly created in connection with the Coliseum Complex operation. These expenditures include such items as lodging and hotel rentals for home teams, visiting teams and spectators, meals, gasoline, shopping, transportation and other entertainment. New construction of transient lodging facilities is a distinct possibility. Resulting employment and benefits flowing therefrom are impossible to estimate, but of prime importance.
2. Entertainment and meeting facilities for a total annual attendance of almost 2,500,000 patrons.
3. National prestige and advertisement for Oakland-Alameda County by the presentation of major league baseball, professional football, and other Coliseum attractions.

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A SURVEY TO MEASURE THE DEGREE OF PUBLIC INTEREST IN
VARIOUS EVENTS WHICH MIGHT BE
HELD IN THE PROPOSED OAKLAND-ALAMEDA COUNTY COLISEUM

(Household Survey)

by

Field Research Corporation

FOREWORD

This report presents the statistical findings of a survey designed to measure the degree of public interest in attending various sporting events and other activities at a proposed Oakland - Alameda County Coliseum. The survey was conducted for Real Estate Research Corporation by Field Research Corporation, an independent consumer market and opinion research firm.

The purpose of the study was to develop data which would assist Real Estate Research Corporation in assessing the levels of patronage that might be expected for various events that could be held in the proposed Oakland - Alameda County Coliseum.

The survey was conducted by means of personal face-to-face interviews among a scientifically selected cross-section sample of the general public 15 years of age or older within the following geographic areas:

Alameda County
Contra Costa County
San Francisco County
San Mateo County, excluding areas west of Coast Range
Santa Clara County, excluding that portion of the county south of Los Gatos

This survey area was subdivided into two zones related to approximate distance from the site of the proposed coliseum: 1) a "Primary Area" which included Alameda and Contra Costa Counties; and 2) a "Secondary Area" which included San Francisco, San Mateo, and Santa Clara Counties.

The total population 15 years of age or older within these areas was the universe of study.

STATISTICAL TABLES
Introduction
Total Population
15 years or older (1960)

Primary Area	909,659
Secondary Area	<u>1,274,698</u>
Total	2,184,357

In total, 616 interviews were completed for this survey: 406 in the "Primary Area" and 210 in the "Secondary Area". In the tabulations shown in this report the data have been statistically weighted when the two areas are combined in a "total" to bring them into proper proportionate balance.

Interviewing was conducted between July 9 and 14, 1963, by a corps of resident interviewers working under the direct supervision of a Field Research Corporation home-office survey supervisor.

A complete description of the survey methodology as well as copies of the questionnaire and other survey materials used in the conduct of this study are provided at the back of this report.

STATISTICAL TABLES

Introduction

The following tables provide the statistical data developed from this study. Although these tables are generally self-explanatory, the following points should be noted as they will assist the reader toward a better understanding of the data presented.

1. The tables are presented in the order in which the questions were administered on the questionnaire. The actual wording of the question or questions on which the data are based is shown at the top of each table.
2. With the exception of the tabulations shown for the "Primary Area" and the "Secondary Area", all percentages reported in these tables are based on "weighted" interviews (the weighting procedure is outlined in detail in the Methodology Section of this survey). However, in these tables the actual number of interviews made with respondents in each of the various subgroups is shown (rather than the weighted percentage base) since this number is the determinant of the sampling accuracy of the findings.
3. When the number of respondents (which is shown in parentheses) is reported at the top of the column of percentages, the percentage distribution is to be read vertically; when this figure is shown to the left, percentages read horizontally.
4. Percentages may add to slightly more or less than 100 per cent (or more or less than the subtotal indicated) due to rounding.
5. When the number of respondents upon which findings are based is less than 20, percentages are not shown. Rather, the actual number of respondents who replied in each category is indicated in parentheses. Base figures of less than 20 are too small to provide reliable percentages.
6. When tabulations are made by various respondent subgroups, the total of the subgroups in any one category may add to less than the total number of respondents because that characteristic for some respondents was not reported.

SURVEY METHODOLOGY

Survey Areas and Populations

The Primary Area covered by the survey includes all of Alameda and Contra Costa Counties. The Secondary Area includes the City and County of San Francisco; San Mateo County, excluding the areas West of the Coast Range; and Santa Clara County, excluding mountainous sections and communities in the south such as San Martin, Morgan Hill, and Gilroy. The population of these areas 15 years of age or older is shown below:

	Population 15 years of age and older (1960 Census)
Primary Area	909,659
Alameda County	644,453
Contra Costa County	265,206
Secondary Area	1,274,698
San Francisco City and County	583,276
San Mateo County (part)*	283,146
Santa Clara County (part)**	408,276
Total	2,184,357

*Excluded areas contain 18,740 persons 15 years of age and older

**Excluded areas contain 16,796 persons 15 years of age and older.

Sample Design

The population sample for this survey was designed to permit separate study of the sports attending behavior and opinions of residents of a "Primary Market Area" for the proposed Coliseum, consisting of Alameda and Contra Costa Counties, and those of residents of the "Secondary Area", consisting of San Francisco and portions of San Mateo and Santa Clara Counties. In order to develop the most reliable possible estimates of interest levels and attendance for these two areas within the limits of the resources available, a disproportionate stratified sample was used. The result of this procedure is to provide a relatively higher degree of accuracy for estimates for the Primary Area, and a relatively lesser allocation of survey resources to the Secondary Area which it is believed will furnish only an incremental audience for sporting events in the proposed Coliseum.

Because of the disproportionate allocation of survey interviews to the two areas, a weighting system is used whenever data from the Primary and Secondary areas are combined for an areawide total in this report. The weighting procedure returns each area to its proper proportion of the combined total population based on the 1960 Census.

Sample Size and Distribution

The survey results are based on a total of 616 interviews. Of this total, 406 were made in the Primary Area, and 210 were conducted in the Secondary Area. Within each of these areas, interviews were distributed in a sample design which provided for a proportionate representation of each city and unincorporated area. In drawing the sample, all cities and Census County Divisions within each county were first listed and the population 15 years of age and older was recorded for each. (1960 Census) Then, a series of sampling points was selected within the Primary and Secondary areas with the probability of selection in any particular area being in proportion to the population of the city or unincorporated portion of the Census Division concerned.

For each of the sampling points thus selected (with probability of selection in proportion to size of place), a specific interviewing location was then selected as the starting point for a cluster of five interviews. Starting points, or "key addresses", for each interviewing cluster were located by a method of systematic random selection from telephone directories. It is recognized that this method of address selection tends to introduce an upward bias in economic status, but since 80% or more of the homes in the Bay Area have telephones, this bias is not considered to be serious for the purpose of this survey. Furthermore, only "key addresses" were selected from directories, and all subsequent interviews within each cluster were made without regard to possession of telephones; thus, non-telephone homes did have a chance to be included in the sample.

Within the selected households, individuals to be interviewed were selected to fit established quotas of age and sex. The resultant sample reflects a cross section of areas, age, and sex, and can be considered to be an accurate representation of the population 15 years of age and over within the designated survey universe. The following table shows the sex and age distribution of the population and the survey samples in the two areas.

	Population 15 and older (1960)		Survey Sample	
	Primary Area	Secondary Area	Primary Area	Secondary Area
Male	48.7%	48.7%	47%	51%
Female	51.3	51.3	53	49
15-24	18.8%	17.4 %	22%	20%
25-34	19.1	19.3	17	17
35-44	21.7	20.5	22	18
45-54	16.8	17.1	16	20
55-64	11.6	12.8	13	15
65 and over	12.0	12.8	11	10

Survey Method

The survey was conducted by means of personal, face-to-face interviews made in the home of respondents selected by random sampling methods. Beginning with the "key address" selected as described above, each interviewer then proceeded to call on dwelling units in a continuous pattern around the block in a clockwise direction until she had completed five interviews. The interview was conducted by means of a printed questionnaire (see copy attached at back of report). Each interviewer was personally briefed and supervised during the conduct of the survey. A portion of each interviewer's work was verified by re-contacting respondents to determine that the interview was actually made with the respondent noted and that the interviewing technique was carried out according to specifications.

All of the interviews used in the final tabulations were found to be valid and accurate.

In any survey conducted on a sampling basis there is the probability that the findings deviate in some degree from the findings that would have been obtained if everyone in the survey universe had been interviewed, simply as the result of chance sampling variability. The amount of this "Sampling error" depends largely on the number of interviews that were made rather than the gross size of the survey universe, which in this case can be considered infinite for purposes of sampling error determination.

It is customary in marketing and consumer opinion research to estimate sampling tolerance at the 95% confidence level, i.e., to specify as the range of possible sampling error an amount that would be exceeded in only one out of twenty surveys of comparable sample size. This level has been used in the calculation of the different sampling tolerance levels shown in the table below. It must be cautioned that this survey does not meet all of the requirements of strict mathematical randomness that are assumed in the use of these tables. Despite this, these sampling error ranges shown below can be helpful indications of the magnitude of variation in the findings due to sampling.

Further, it should be emphasized that sampling error is only one component of possible error in a survey, and the application of sampling tolerance limits does not take into account the possibilities of biases introduced by question wording, by the influence of question sequence, by the conduct of the interviewer, and other sources of human and technical error. Consequently, the proper evaluation of a survey includes not only inspection of the magnitude of sampling error, but also should include consideration of the procedures as well.

Some typical sampling tolerance ranges for a survey of this size are shown below:

SAMPLING TOLERANCE LIMITS FOR SINGLE PERCENTAGES AT THE 95% CONFIDENCE LEVEL

Number of interviews upon which the percentage under examination is based	If the percentage under examination is approximately --		
	50%	30% or 70%	10% or 90%
100	10	9	6
200 (Secondary Area)	7	6.5	4
300	6	5	3.5
400 (Primary Area)	5	4.5	3
600 (Total Area)	4	3.5	2.5

Example: This survey found that among the 406 respondents interviewed in the "Primary Area", 27% said they are "very interested" in attending professional football games. (See table A-1). In the table above it will be noted that for a sample of about 400 persons, and with a reported percentage in the range of 30%, the reported percentage is subject to a plus or minus tolerance range of 4.5%. This means that the chances are about 19 in 20 that if everyone in the "Primary Area" had been interviewed, somewhere between 22.5% and 31.5% of them would have said that they were "very interested" in attending professional football games.

Ques. 1: How interested are you in attending _____ ?

	Respond- ents	Very interested	Somewhat interested	Slightly interested	Not interested	Don't know, no answer
<u>Professional football games</u>						
Total	(616)	26%	19	18	33	-
Primary area	(406)	27%	19	17	36	-
Secondary area	(210)	24%	18	18	40	-
<u>College football games</u>						
Total	(616)	18%	18	20	44	*
Primary area	(406)	21%	16	23	39	-
Secondary area	(210)	15%	19	17	48	*
<u>Big league baseball games</u>						
Total	(616)	45%	17	10	27	1
Primary area	(406)	49%	15	10	26	-
Secondary area	(210)	41%	18	10	30	1
<u>Professional basketball games</u>						
Total	(616)	14%	14	18	54	*
Primary area	(406)	18%	13	17	52	*
Secondary area	(210)	11%	14	18	57	*
<u>College basketball games</u>						
Total	(616)	13%	11	19	57	*
Primary area	(406)	15%	13	17	55	-
Secondary area	(210)	10%	9	20	60	*

*Less than one-half of one percent.

Ques. 1: (continued)

	Respond- ents	Very interested	Somewhat interested	Slightly interested	Not interested	Don't know, no answer
<u>Professional hockey games</u>						
Total	(616)	12%	13	16	58	*
Primary area	(406)	12%	13	17	58	-
Secondary area	(210)	12%	12	15	60	*
<u>Professional boxing matches</u>						
Total	(616)	17%	10	11	62	*
Primary area	(406)	20%	11	14	55	-
Secondary area	(210)	14%	10	9	67	*
<u>Professional wrestling matches</u>						
Total	(616)	11%	5	9	75	*
Primary area	(406)	15%	5	12	67	-
Secondary area	(210)	9%	4	6	81	*
<u>Ice skating shows</u>						
Total	(616)	41%	19	11	28	*
Primary area	(406)	42%	22	11	24	*
Secondary area	(210)	40%	18	11	31	*

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a COLLEGE FOOTBALL GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many COLLEGE FOOTBALL GAMES have you personally attended?

	Respond- ents	Have ever attended college football games	Number of games attended in past year:						
			1	2	3	4	5 or more	None	
Total	(616)	54%	8%	4	3	2	4	33	
Area:									
Primary area	(406)	54%	9%	5	2	1	3	34	
Secondary area	(210)	54%	7%	3	4	3	6	32	
Sex:									
Male	(297)	61%	10%	4	3	4	7	34	
Female	(319)	47%	6%	4	4	*	2	31	
Socio-Economic Status:									
Less than \$5,000	(148)	39%	1%	3	3	3	2	28	
\$5,000 - \$8,999	(271)	47%	7%	3	3	1	4	30	
\$9,000 and above	(183)	73%	14%	6	4	2	7	39	
Family size:									
1 - 2	(242)	54%	7%	3	4	2	2	36	
3 - 4	(226)	51%	10%	2	1	3	8	28	
5 or more	(148)	58%	6%	7	6	2	4	33	

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a PROFESSIONAL FOOTBALL GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many PROFESSIONAL FOOTBALL GAMES have you personally attended?

	Respond- ents	Have ever attended professional football games	Number of games attended in past year:						
			1	2	3	4	5	6 or more	None
Total	(616)	54%	5%	8	3	2	2	4	29
Area:									
Primary area	(406)	49%	6%	7	3	2	1	3	26
Secondary area	(210)	57%	5%	9	3	3	2	5	31
Sex:									
Male	(297)	65%	6%	11	4	4	2	6	31
Female	(319)	43%	5%	6	2	1	1	2	27
Socio-Economic Status:									
Less than \$5,000	(148)	43%	2%	6	3	*	1	2	28
\$5,000 - \$8,999	(271)	51%	8%	9	2	2	1	3	26
\$9,000 and above	(183)	65%	5%	9	5	5	2	7	32
Family size:									
1 - 2	(242)	49%	4%	8	3	2	-	3	30
3 - 4	(226)	55%	5%	9	3	3	2	4	30
5 or more	(148)	58%	9%	8	3	3	3	6	27

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a BIG LEAGUE BASEBALL GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many BIG LEAGUE BASEBALL GAMES have you personally attended?

	Respond- ents	Have ever attended big league base- ball game	Number of games attended in past year:							
			1	2	3	4	5	6	7 or more	None
Total	(616)	62%	12%	9	6	3	3	3	9	18
Area:										
Primary area	(406)	62%	13%	11	5	3	2	3	6	18
Secondary area	(210)	62%	11%	8	6	3	4	2	10	18
Sex:										
Male	(297)	71%	13%	7	8	5	3	4	12	18
Female	(319)	54%	10%	11	3	1	3	1	6	18
Socio-Economic Status:										
Less than \$5,000	(148)	50%	8%	5	7	2	3	2	3	20
\$5,000 - \$8,999	(271)	61%	14%	9	5	4	4	3	5	16
\$9,000 and above	(183)	72%	11%	13	5	3	3	3	17	18
Family size:										
1 - 2	(242)	62%	10%	11	6	4	3	3	7	19
3 - 4	(226)	61%	12%	9	3	4	2	3	11	17
5 or more	(148)	66%	14%	7	9	1	6	2	7	19

Ques. 2: Have you personally ever attended a PROFESSIONAL BASKETBALL GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many PROFESSIONAL BASKETBALL GAMES have you personally attended?

	Respond- ents	Have ever attended professional basketball game	Number of games attended in past year:						
			1	2	3	4	5 or more	None	
Total	(616)	22%	4%	2	1	1	1	13	
Area:									
Primary area	(406)	23%	4%	2	*	*	1	14	
Secondary area	(210)	21%	4%	2	2	1	1	11	
Sex:									
Male	(297)	23%	3%	2	2	2	1	12	
Female	(319)	21%	5%	2	-	-	*	13	
Socio-Economic Status:									
Less than \$5,000	(148)	14%	3%	2	-	-	1	8	
\$5,000 - \$8,999	(271)	23%	3%	2	1	1	2	14	
\$9,000 and above	(183)	28%	7%	3	1	2	1	14	
Family size:									
1 - 2	(242)	17%	3%	2	*	-	*	12	
3 - 4	(226)	26%	5%	2	1	2	2	13	
5 or more	(148)	23%	5%	4	2	*	*	11	

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a COLLEGE BASKETBALL GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many COLLEGE BASKETBALL GAMES have you personally attended?

	Respond- ents	Have ever attended college basketball game	Number of games attended in past year:					
			1	2	3	4	5 or more	None
Total	(616)	35%	3%	2	2	1	4	23
Area:								
Primary area	(406)	36%	5%	1	*	1	3	25
Secondary area	(210)	35%	2%	3	3	1	5	22
Sex:								
Male	(297)	41%	4%	3	3	2	5	23
Female	(319)	30%	3%	1	1	*	2	23
Socio-Economic Status:								
Less than \$5,000	(148)	22%	1%	*	3	3	2	12
\$5,000 - \$8,999	(271)	34%	2%	3	2	1	3	22
\$9,000 and above	(183)	48%	6%	3	1	-	4	33
Family size:								
1 - 2	(242)	30%	3%	1	3	1	2	21
3 - 4	(226)	40%	3%	4	1	2	5	25
5 or more	(148)	39%	5%	2	2	1	4	25

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a PROFESSIONAL HOCKEY GAME?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many PROFESSIONAL HOCKEY GAMES have you personally attended?

	Respond- ents	Have ever attended professional hockey game	Number of games attended in past year:					
			1	2	3	4	5 or more	None
Total	(616)	24%	4%	1	1	1	3	14
Area:								
Primary area	(406)	22%	3%	1	1	*	1	15
Secondary area	(210)	25%	5%	2	1	1	5	13
Sex:								
Male	(297)	25%	6%	1	1	*	3	14
Female	(319)	22%	2%	2	1	1	4	13
Socio-Economic Status:								
Less than \$5,000	(148)	19%	4%	3	-	*	4	8
\$5,000 - \$8,999	(271)	20%	3%	*	*	1	4	11
\$9,000 and above	(183)	32%	4%	2	2	*	3	21
Family size:								
1 - 2	(242)	27%	3%	2	2	1	5	14
3 - 4	(226)	22%	6%	1	1	1	2	12
5 or more	(148)	21%	3%	2	-	-	2	14

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a PROFESSIONAL WRESTLING MATCH?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many PROFESSIONAL WRESTLING MATCHES have you personally attended?

	Respond- ents	Have ever attended professional wrestling match	Number of matches attended in past year:				
			1	2	3	4 or more	None
Total	(616)	21%	2%	1	1	3	14
Area:							
Primary area	(406)	23%	3%	*	-	3	17
Secondary area	(210)	20%	2%	2	1	5	11
Sex:							
Male	(297)	27%	3%	2	*	5	17
Female	(319)	15%	2%	-	1	2	10
Socio-Economic Status:							
Less than \$5,000	(148)	25%	3%	-	1	4	17
\$5,000 - \$8,999	(271)	20%	*%	2	1	5	12
\$9,000 and above	(183)	20%	5%	1	-	2	13
Family size:							
1 - 2	(242)	24%	2%	2	-	3	18
3 - 4	(226)	21%	4%	1	1	5	11
5 or more	(148)	16%	2%	-	-	3	11

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended a PROFESSIONAL BOXING MATCH?
 Ques. 3: (IF HAVE ATTENDED) During the past year, about how many PROFESSIONAL BOXING MATCHES have you personally attended?

	Respond- ents	Have ever attended professional boxing match	Number of matches attended in past year:				
			1	2	3	4 or more	None
Total	(616)	25%	1%	2	1	3	18
Area:							
Primary area	(406)	29%	2%	1	*	3	22
Secondary area	(210)	22%	1%	3	1	3	15
Sex:							
Male	(297)	35%	2%	4	1	6	24
Female	(319)	15%	1%	1	-	1	13
Socio-Economic Status:							
Less than \$5,000	(148)	26%	*%	*	*	3	22
\$5,000 - \$8,999	(271)	27%	1%	3	*	3	19
\$9,000 and above	(183)	21%	1%	2	1	3	14
Family size:							
1 - 2	(242)	31%	1%	1	*	4	26
3 - 4	(226)	19%	2%	3	*	4	11
5 or more	(148)	23%	2%	3	1	2	15

*Less than one-half of one percent.

Ques. 2: Have you personally ever attended an ICE SKATING SHOW?

Ques. 3: (IF HAVE ATTENDED) During the past year, about how many ICE SKATING SHOWS have you personally attended?

	Respond- ents	Have ever attended ice skating show	Number of ice skating shows in past year:			
			1	2	3 or more	None
Total	(616)	60%	13%	2	1	44
<u>Area:</u>						
Primary area	(406)	58%	17%	1	2	38
Secondary area	(210)	61%	10%	2	1	48
<u>Sex:</u>						
Male	(297)	53%	12%	1	2	39
Female	(319)	66%	14%	3	1	49
<u>Socio-Economic Status:</u>						
Less than \$5,000	(148)	58%	14%	2	*	41
\$5,000 - \$8,999	(271)	53%	11%	2	2	39
\$9,000 and above	(183)	69%	15%	1	2	53
<u>Family Size:</u>						
1 - 2	(242)	63%	15%	1	*	47
3 - 4	(226)	56%	11%	2	2	42
5 or more	(148)	60%	12%	3	1	43

*Less than one-half of one percent.

Ques. 4: The last time you went to a _____, about how many miles did you have to travel to get to the event? (Just your best estimate)

		Respond- ents who have attended this event during the <u>past year</u>	Miles travelled to get to event:								Don't know, no answer
			Less than 5 miles	5-9 miles	10 - 19 miles	20 - 29 miles	30 - 39 miles	40 - 49 miles	50 - 74 miles	75 or more miles	
<u>Professional football games</u>											
Total	(145)		19%	10	15	19	12	6	12	3	3
Primary area	(91)		4%	7	18	40	14	9	1	1	6
Secondary area	(54)		28%	13	13	7	11	4	19	4	2
<u>College football games</u>											
Total	(125)		19%	21	18	20	8	2	5	4	4
Primary area	(81)		20%	25	19	16	6	1	5	5	3
Secondary area	(44)		18%	18	18	23	9	2	5	2	5
<u>Big league baseball games</u>											
Total	(269)		7%	10	27	21	13	8	12	1	1
Primary area	(178)		1%	1	16	44	17	11	8	-	2
Secondary area	(91)		12%	16	34	5	9	7	14	1	1
<u>Professional basketball games</u>											
Total	(57)		38%	15	12	14	8	5	4	-	4
Primary area	(36)		31%	6	17	31	6	6	3	-	3
Secondary area	(21)		43%	19	10	5	10	5	5	-	5

(continued)

4: (continued)

		Respond- ents who have attended this event during the past year	Miles travelled to get to event:								Don't know, no answer
			Less than 5 miles	5-9 miles	10 - 19 miles	20 - 29 miles	30 - 39 miles	40 - 49 miles	50 - 74 miles	75 or more miles	
<u>College basketball games</u>											
Total	(72)	34%	22	12	15	5	1	3	3	5	
Primary area	(44)	39%	27	9	16	-	2	2	2	2	
Secondary area	(28)	32%	18	14	14	7	-	4	4	7	
<u>Professional hockey games</u>											
Total	(53)	9%	18	27	11	19	6	3	1	7	
Primary area	(29)	10%	-	10	28	24	10	10	3	3	
Secondary area	(24)	8%	25	33	4	17	4	-	-	8	
<u>Professional boxing matches</u>											
Total	(41)	32%	17	17	6	3	6	15	2	2	
Primary area	(28)	29%	7	29	14	7	4	4	4	4	
Secondary area	(13) [#]	(5)	(3)	(1)	(-)	(-)	(1)	(3)	(-)	(-)	
<u>Professional wrestling matches</u>											
Total	(41)	20%	19	20	12	7	7	12	-	2	
Primary area	(23)	13%	9	13	26	22	9	-	-	8	
Secondary area	(18) [#]	(5)	(4)	(4)	(1)	(-)	(1)	(3)	(-)	(-)	
<u>Ice skating shows</u>											
Total	(108)	15%	13	16	27	11	6	3	2	8	
Primary area	(81)	4%	2	21	38	17	9	5	-	4	
Secondary area	(27)	26%	26	11	15	4	4	-	4	11	

[#]Base too small to provide reliable percentages.

Ques. 5:* Which statement on this card comes closest to describing how often you think you would probably attend PROFESSIONAL FOOTBALL GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	7%	11	15	18	21	24	3
<u>Area:</u>								
Primary area	(406)	14%	15	17	15	21	15	4
Secondary area	(210)	2%	9	13	21	22	31	3
<u>Sex:</u>								
Male	(297)	7%	14	18	20	17	22	2
Female	(319)	6%	9	11	17	26	26	5
<u>Socio-Economic Status:</u>								
Less than \$5,000	(148)	6%	9	10	19	21	31	4
\$5,000 - \$8,999	(271)	9%	9	16	20	17	23	4
\$9,000 and above	(183)	4%	16	16	16	27	20	1
<u>Family size:</u>								
1 - 2	(242)	5%	9	16	15	18	32	4
3 - 4	(226)	8%	12	15	18	23	21	3
5 or more	(148)	7%	14	11	24	25	16	4

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend COLLEGE FOOTBALL GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	5%	5	15	14	26	31	5
Area:								
Primary area	(406)	7%	7	18	18	23	21	5
Secondary area	(210)	3%	4	12	11	29	38	4
Sex:								
Male	(297)	6%	5	16	17	23	30	4
Female	(319)	3%	5	13	11	30	32	6
Socio-Economic Status:								
Less than \$5,000	(148)	2%	6	9	13	27	39	4
\$5,000 - \$8,999	(271)	7%	4	14	12	26	30	6
\$9,000 and above	(183)	4%	6	18	17	27	25	2
Family Size:								
1 - 2	(242)	2%	5	11	11	27	37	6
3 - 4	(226)	7%	5	15	14	25	30	3
5 or more	(148)	5%	6	18	19	28	21	4

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend BIG LEAGUE BASEBALL GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	13%	18	14	13	17	23	2
Area:								
Primary area	(406)	22%	25	15	11	13	12	2
Secondary area	(210)	7%	13	14	15	20	30	2
Sex:								
Male	(297)	12%	21	17	13	14	22	2
Female	(319)	14%	15	12	14	19	24	3
Socio-Economic Status:								
Less than \$5,000	(148)	12%	12	11	17	14	32	2
\$5,000 - \$8,999	(271)	17%	18	15	12	16	19	3
\$9,000 and above	(183)	9%	22	16	13	19	19	2
Family size:								
1 - 2	(242)	10%	17	15	9	16	29	4
3 - 4	(226)	16%	14	13	17	17	21	1
5 or more	(148)	12%	22	14	15	17	16	3

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend PROFESSIONAL BASKETBALL GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	3%	7	11	13	25	36	5
Area:								
Primary area	(406)	5%	11	12	16	21	28	6
Secondary area	(210)	2%	5	10	10	27	42	4
Sex:								
Male	(297)	3%	10	11	13	21	39	4
Female	(319)	3%	4	11	12	29	34	7
Socio-Economic Status:								
Less than \$5,000	(148)	3%	7	10	9	23	43	6
\$5,000 - \$8,999	(271)	4%	7	12	11	25	34	6
\$9,000 and above	(183)	1%	7	11	16	27	34	4
Family size:								
1 - 2	(242)	2%	5	9	11	23	44	7
3 - 4	(226)	4%	9	14	13	27	30	3
5 or more	(148)	4%	8	11	13	26	34	5

*Before asking this question, details regarding the new Coliseum were explained to the respondent. (See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend COLLEGE BASKETBALL GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	2%	7	7	11	26	41	5
Area:								
Primary area	(406)	3%	10	9	16	24	32	5
Secondary area	(210)	1%	5	6	8	28	48	4
Sex:								
Male	(297)	2%	7	9	11	25	42	3
Female	(319)	2%	6	6	12	28	40	6
Socio-Economic Status:								
Less than \$5,000	(148)	2%	6	5	9	26	47	5
\$5,000 - \$8,999	(271)	2%	8	7	12	26	39	6
\$9,000 and above	(183)	2%	6	9	12	28	40	3
Family size:								
1 - 2	(242)	2%	5	4	8	27	48	7
3 - 4	(226)	3%	8	10	13	26	38	2
5 or more	(148)	2%	8	9	14	27	36	5

*Before asking this question, details regarding the new Coliseum were explained to the respondent. (See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend PROFESSIONAL HOCKEY GAMES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	3%	6	8	15	21	41	6
Area:								
Primary area	(406)	4%	9	9	17	22	31	8
Secondary area	(210)	2%	3	7	14	21	49	5
Sex:								
Male	(297)	2%	6	8	17	19	43	5
Female	(319)	4%	5	7	14	24	39	7
Socio-Economic Status:								
Less than \$5,000	(148)	2%	9	5	14	15	47	7
\$5,000 - \$8,999	(271)	4%	6	4	14	23	41	8
\$9,000 and above	(183)	2%	4	14	17	24	36	3
Family Size:								
1 - 2	(242)	4%	6	6	14	18	45	8
3 - 4	(226)	1%	7	9	17	22	39	5
5 or more	(148)	3%	4	9	14	25	39	6

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend PROFESSIONAL BOXING MATCHES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	4%	6	7	10	16	53	4
Area:								
Primary area	(406)	6%	6	10	12	17	42	6
Secondary area	(210)	2%	6	5	8	15	60	4
Sex:								
Male	(297)	5%	7	12	11	13	50	3
Female	(319)	3%	5	3	8	19	55	7
Socio-Economic Status:								
Less than \$5,000	(148)	2%	7	8	11	17	49	7
\$5,000 - \$8,999	(271)	7%	4	7	10	15	52	5
\$9,000 and above	(183)	1%	8	7	9	16	56	3
Family Size:								
1 - 2	(242)	3%	5	6	12	15	53	6
3 - 4	(226)	6%	7	9	7	17	51	3
5 or more	(148)	2%	7	7	10	15	53	5

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 5:* Which statement comes closest to describing how often you think you would probably attend PROFESSIONAL WRESTLING MATCHES at the Coliseum?

	Respond- ents	Would probably attend a majority of them	Would probably attend several a year	Would probably attend two or three a year	Might attend one a year	Probably would not attend any	Definitely would not attend any	Don't know, not reported
Total	(616)	3%	4	4	7	16	59	6
<u>Area:</u>								
Primary area	(406)	5%	5	6	10	18	46	10
Secondary area	(210)	2%	3	3	5	14	68	5
<u>Sex:</u>								
Male	(297)	3%	4	6	7	13	61	5
Female	(319)	3%	4	3	7	19	57	7
<u>Socio-Economic Status:</u>								
Less than \$5,000	(148)	3%	5	6	9	18	51	8
\$5,000 - \$8,999	(271)	6%	5	5	5	15	56	8
\$9,000 and above	(183)	1%	3	2	7	15	67	5
<u>Family Size:</u>								
1 - 2	(242)	2%	3	6	6	15	59	10
3 - 4	(226)	6%	5	4	8	20	54	4
5 or more	(148)	3%	5	2	7	12	67	4

*Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 6:** Now, how about an ice skating show like the Ice Follies or something like that -- if this type of entertainment were held in the Coliseum do you think you would definitely attend it, probably attend, probably not attend, or definitely not attend an ice show there?

	Respond- ents	Definitely would attend ice skating show	Probably would attend ice skating show	Probably would not attend	Definitely would not attend	Quali- fied	Don't know
Total	(616)	27%	36	17	17	2	*
<u>Area:</u>							
Primary area	(406)	40%	37	11	9	2	1
Secondary area	(210)	19%	36	22	23	1	-
<u>Sex:</u>							
Male	(297)	21%	38	17	22	1	*
Female	(319)	33%	34	17	12	2	*
<u>Socio-Economic Status:</u>							
Less than \$5,000	(148)	30%	33	18	17	2	*
\$5,000 - \$8,999	(271)	27%	36	15	20	2	*
\$9,000 and above	(183)	26%	40	20	13	1	-
<u>Family Size:</u>							
1 - 2	(242)	25%	33	23	17	2	1
3 - 4	(226)	28%	38	15	18	2	-
5 or more	(148)	30%	40	12	17	1	*

*Less than one-half of one percent.

**Before asking this question, details regarding the new Coliseum were explained to the respondent.
(See copy of questionnaire which is provided at the back of this report.)

Ques. 7: How long have you lived in the Bay Area?

Ques. 8: Do you rent or own this home?

	Total	Primary area	Secondary area
Respondents	(616)	(406)	(210)
<u>Lived in Bay Area</u>			
Under 1 year	6%	5%	6%
1 - 2 years	5	6	5
3 - 4 years	6	6	7
5 or more years	81	80	82
Not reported	1	2	*
<u>Home ownership:</u>			
Rent	41%	35%	46%
Own	58	64	54
Not reported	1	1	*

*Less than one-half of one percent.

Ques. 9: What is the occupation of the chief earner?

Ques. 10: Just for statistical purposes, what is your approximate age?

	Total	Primary area	Secondary area
Respondents	(616)	(406)	(210)
<u>Occupation of chief earner</u>			
Professional and technical	13%	12%	13%
Managers, proprietors, officials	13	14	13
Clerical	9	11	8
Sales	9	6	10
Craftsmen, foremen, skilled manual workers	16	22	13
Operatives, semi-skilled	8	7	10
Service workers	5	5	4
Laborers	9	5	12
Students, unemployed, not working temporarily	2	2	2
Retired, pensioner, not in labor force, widow or widower	12	11	13
Not reported	3	4	3
<u>Age of respondent</u>			
15 - 24 years	21%	22%	20%
25 - 34	17	17	17
35 - 44	19	22	18
45 - 54	19	16	20
55 - 64	13	13	15
65 and over	10	11	10
Not reported	*	*	-

*Less than one-half of one percent.

- Ques. 11a: Including yourself, how many people are there in your family living here in this household?
 Ques. 11b: How many are men 15 years of age or older?
 Ques. 11c: How many are women 15 years of age or older?
 Ques. 11d: And how many are children 14 years of age or younger?

	Respondents	Total (616)	Primary area (406)	Secondary area (210)
<u>Total in family</u>				
One		11%	8%	14%
Two		28	31	26
Three		17	21	14
Four		19	18	19
Five		14	12	15
Six or more		11	11	11
<u>Men 15 or older</u>				
None		10%	9%	11%
One		65	71	61
Two		20	16	23
Three		4	4	4
Four		1	*	1
<u>Women 15 or older</u>				
None		6%	4%	7%
One		74	77	72
Two		17	16	18
Three		3	3	2
Four		1	1	1
<u>Children 14 or younger</u>				
None		56%	55%	56%
One		17	17	17
Two		12	13	12
Three		7	9	6
Four		6	5	6
Five		1	1	1
Six or more		*	*	*

*Less than one per cent.

- Ques. 13: Now, I don't need to know any exact amounts, but I would like you to look at this card and tell me which of these categories your total annual family income fits into. Just tell me the letter of the group that fits. Please include all income from all sources and from all family members.

	Respondents	Total (616)	Primary area (406)	Secondary area (210)
<u>Total annual family income</u>				
Less than \$1,000		2%	1%	2%
\$1,000 - \$2,999		5	7	3
\$3,000 - \$4,999		17	17	18
\$5,000 - \$6,999		21	27	17
\$7,000 - \$8,999		20	22	19
\$9,000 - \$11,999		14	12	15
\$12,000 - \$14,999		9	5	12
\$15,000 - \$19,999		5	4	6
\$20,000 - \$24,999		2	1	3
\$25,000 and over		4	2	4
Not reported		2	3	1

Note: A total of 21% of the respondents (20% in the Primary area and 22% in the Secondary area) refused to answer this income question. In the majority of these cases, the interviewer estimated the family's income and this estimate was used in reporting the income distribution shown above. The category "not reported" indicates the proportion of families who refused to answer the income question and where no estimate was made by the interviewer.

	Respondents	Total (616)	Primary area (406)	Secondary area (210)
<u>Sex:</u>				
Male		49%	47%	51%
Female		51	53	49

Field Research Corporation
145 Montgomery Street
San Francisco 4, California

RECREATION AND SPORTS SURVEY

225-01
070363
Final

Hello, my name is _____. I'm working on a survey in this area and I would like to ask you some questions about your interest in various sporting events and other activities. I am not selling or soliciting.

Profes- sional football games	College football games	Big league baseball games	Profes- sional basketball games	College basket- ball games	Profes- sional hockey games	Profes- sional boxing matches	Profes- sional wrestling matches	Ice skating shows
--	------------------------------	------------------------------------	--	-------------------------------------	--------------------------------------	--	---	-------------------------

ASK FOR EACH EVENT LISTED

1. How interested are you in attending _____
-- would you say you are--

(READ CATEGORIES)

VERY INTERESTED	11-	12-	13-	14-	15-	16-	17-	18-	19-
SOMEWHAT INTERESTED	2	2	2	2	2	2	2	2	2
SLIGHTLY INTERESTED	3	3	3	3	3	3	3	3	3
OR NOT INTERESTED	4	4	4	4	4	4	4	4	4

2. Have you personally ever attended _____

a	20-	21-	22-	23-	24-	25-	26-	27-	28-
YES	1	1	1	1	1	1	1	1	1
NO	2	2	2	2	2	2	2	2	2

(IF "YES" ON QUES. 2):

3. During the past year, about how many _____ have you personally attended? _____
4. The last time you went to a _____, about how many miles did you have to travel to get to the event? (Just your best estimate) _____
(IF RESPONDENT NOT SURE, LIST WHERE EVENT HELD). _____

5. As you may know, a proposal has been made to build an Oakland-Alameda County Coliseum in which sporting events and other activities would be held. If approved it would be built at the intersection of Hegenberger Road and the Nimitz Freeway near the Oakland Airport.

The project would include a stadium suitable for baseball, football and other outdoor spectator events with an initial seating capacity of about 48,000 people, plus an enclosed arena structure seating up to 13,800 persons for such events as boxing, basketball, hockey, conventions, and so forth.

Now, assuming that this coliseum were built, I'd like to get some idea of how often you think you might attend the various types of events that might be held there. I know you couldn't say for sure right now, but I'd just like to get your estimate of the extent to which you might attend various events.

First, let's take _____ -- which of the statements on this card (HAND CARD A) comes closest to describing how often you think you would probably attend _____ at the coliseum? How about _____? (ASK FOR EACH EVENT LISTED)

	Profes- sional football games	College football games	Big league baseball games	Profes- sional basketball games	College basket- ball games	Profes- sional hockey games	Profes- sional boxing matches	Profes- sional wrestling matches
WOULD PROBABLY ATTEND A MAJORITY OF THEM	47- 1	48- 1	49- 1	50- 1	51- 1	52- 1	53- 1	54- 1
WOULD PROBABLY ATTEND SEVERAL A YEAR	2	2	2	2	2	2	2	2
WOULD PROBABLY ATTEND TWO OR THREE A YEAR	3	3	3	3	3	3	3	3
MIGHT ATTEND ONE A YEAR	4	4	4	4	4	4	4	4
PROBABLY WOULD NOT ATTEND ANY	5	5	5	5	5	5	5	5
DEFINITELY WOULD NOT ATTEND ANY	6	6	6	6	6	6	6	6
DON'T KNOW	7	7	7	7	7	7	7	7

6. Now, how about an ice skating show like the Ice Follies or something like that--if this type of entertainment were held in the coliseum do you think you would definitely attend it, probably attend, probably not attend, or definitely not attend an ice show there?

DEFINITELY WOULD ATTEND ICE SKATING SHOW	1
PROBABLY WOULD ATTEND ICE SKATING SHOW	2
PROBABLY WOULD NOT ATTEND	3
DEFINITELY WOULD NOT ATTEND	4
QUALIFIED:	5
DON'T KNOW	0

7. How long have you lived in the Bay Area? 58-
- | | |
|-----------------|---|
| UNDER 1 YEAR | 1 |
| 1 - 2 YEARS | 2 |
| 3 - 4 YEARS | 3 |
| 5 OR MORE YEARS | 4 |
8. Do you rent or own this home? 59-
- | | |
|------|---|
| RENT | 1 |
| OWN | 2 |

9. What is the occupation of the chief earner?

- | (type of work) | (business, industry, profession) 60- |
|--|---|
| 10. Just for statistical purposes, what is your approximate age? | 15 - 24 YEARS . . . 1 |
| | 25 - 34 YEARS . . . 2 |
| | 35 - 44 YEARS . . . 3 |
| | 45 - 54 YEARS . . . 4 |
| | 55 - 64 YEARS . . . 5 |
| | 65 AND OVER . . . 6 |

- 11a. Including yourself, how many people are there in your family living here in this household? 61- TOTAL

- 11b. How many are men 15 years of age or older? 62- MEN 15 OR OLDER

- 11c. How many are women 15 years of age or older? 63- WOMEN 15 OR OLDER

- 11d. And how many are children 14 years of age or younger? 64- CHILDREN 14 OR YOUNGER

INTERVIEWER: BE SURE MEN, WOMEN, AND CHILDREN ADD TO TOTAL IN FAMILY

12. So my supervisor can verify that I was here to make the interview, would you give me your telephone number please?

Telephone No. _____

13. Now, I don't need to know any exact amounts, but I would like you to look at this card (CARD B) and tell me which of these categories your total annual family income fits into. Just tell me the letter of the group that fits. Please include all income from all sources and from all family members.

- | | |
|------------------------------|------------------------------|
| A. LESS THAN \$1,000 . . . 1 | F. \$9,000 - \$11,999 . . 6 |
| B. \$1,000 - \$2,999 . . . 2 | G. \$12,000 - \$14,999 . . 7 |
| C. \$3,000 - \$4,999 . . . 3 | H. \$15,000 - \$19,999 . . 8 |
| D. \$5,000 - \$6,999 . . . 4 | I. \$20,000 - \$24,999 . . 9 |
| E. \$7,000 - \$8,999 . . . 5 | J. \$25,000 & OVER . . . 0 |

(IF REFUSED CHECK HERE ☐ AND CIRCLE ESTIMATE ABOVE)

INTERVIEWER: CHECK FROM OBSERVATION

SEX: MALE . . . 1
FEMALE . . . 2

Respondent's name _____

Address _____

Cross streets: Between: _____ and _____ 65-

City _____ 70

Interviewer _____ Date _____

Verified by _____ Date _____

SURVEY OF CALIFORNIA AND SELECTED NATIONAL ORGANIZATIONS HOLDING ANNUAL CONVENTIONS

To project possible demand at the proposed Coliseum Complex for meeting room, exhibit area and other convention facilities, an extensive survey has been made of larger California and national organizations to determine their interest and their specific convention requirements.

Some 268 California associations listed in the publication, World Convention Dates (1963 ed.) were contacted by mail questionnaire, of which 61 (23%) replied. Some 200 major national associations were selected at random from the same publication, of which 93 (46%) responded:

1. Interest in Oakland as a Convention Base

Question: "Would the Oakland Area be considered if the Arena and other facilities in the proposed Coliseum Complex were added to the existing facilities in Oakland?"

	<u>Yes</u>	<u>No</u>	<u>Total</u>
California Associations	36	25	61
National Associations *	<u>34</u>	<u>59</u>	<u>93</u>
Total	70	84	154

* Including Western U.S. regional organizations other than California groups.

2. Size of Groups Responding Favorably

Since the probable interest in leasing the Coliseum Complex will depend generally on the number of delegates per convention, the need for meeting rooms, and exhibit floor area, the questionnaire asked for this information. The group sizes of those indicating a favorable reaction are as follows:

<u>Number of Delegates</u>	<u>State Convention</u>	<u>National Convention</u>
Over 2,000	1	13
1,500 to 2,000	5	5
1,000 to 1,499	4	5
750 to 999	2	4
500 to 749	8	3
Under 500	<u>16</u>	<u>4</u>
Total	36	34

There is some interest in Oakland by national organizations, but the long-run prospects are believed to be in gaining a larger number of California State and regional groups. Ordinarily, existing hotel-motel facilities will host smaller conventions, particularly those with less than 500 delegates. Geographically, Oakland is handicapped by being on the West Coast. It also must compete with San Francisco, which compounds its problem.

Conventions with 1,000 delegates or more have the greatest potential to support the facilities of the Coliseum Complex. However, national competition for convention business is intensive, and Oakland cannot expect to draw heavily on this market. According to World Convention Dates, there are only 282 organizations in the United States which hold conventions attracting 1,000 or more delegates. This fact places a definite market limitation on any city going after larger national conventions.

3. Meeting Room Requirements

The survey results indicate that even convention groups as small as 400 delegates require from 3 to 50 meeting rooms for simultaneous daily use. Most larger conventions suggest at least one meeting room with a capacity of 500 persons and a range of smaller rooms of 350, 250, 150, 100 and 50 person capacity. For general sessions or assemblies, the seating capacity must accommodate the majority of delegates at one time. Several of the organizations which responded favorably to the Coliseum Complex project would be capable of occupying a major part of the Arena seats if they were to convene in the proposed Coliseum Complex.

4. Exhibit Space Requirements

Few of the groups replying stated that they require any extensive amount of exhibit space ; except groups like the California Trucking Association. The latter organization needs about 110,000 square feet of floor area for its International Truck Trailer and Equipment Show. Generally, no more than 70,000 square feet have been suggested by the organizations inclined to consider the proposed facilities favorably. The average exhibit area required is in the 10,000 to 25,000 square feet bracket for those groups needing space.

5. Why Certain Groups Would Not Meet in Oakland, With or Without Coliseum Complex Facilities

The survey results indicate a variety of reasons why certain state and national organizations would not be interested in meeting in Oakland. The leading reason cited by California organizations is the lack of hotel facilities. Other reasons noted were (1) organization policy restricting conventions to certain cities or regional areas in California; (2) preference for San Francisco facilities; (3) interest only in a resort-type meeting place; or (4) the lack of a host chapter in the Oakland area to extend the invitation and prepare arrangements.

National groups responding to the questionnaire gave the following reasons: (1) preference for Southern California as a West Coast convention area; (2) preference for San Francisco if group did meet in the Bay Area; (3) organization policy restricting meetings to selected midwest or eastern cities; and (4) the lack of an Oakland chapter to extend the invitation.

CONVENTION FACILITY REQUIREMENTS OF
GROUPS RESPONDING FAVORABLY TO OAKLAND IF
COLISEUM COMPLEX FACILITIES ADDED TO EXISTING FACILITIES

	<u>California Groups</u>	<u>National Groups</u>
<u>Average per convention group</u>		
Number of delegates	776	2,454
Length of convention	3.5 days	3.5 days
Hotel-Motel rooms required	330	1,330
Meeting rooms required	16	24
Assembly hall seats required for general sessions	846	2,226
Banquet seats required	594	950
<u>Answer to questions:</u>		
(a) "Would your group be interested in a convention meeting facility separate from a hotel?"		
1) Yes	10	15
2) No	15	11
3) Uncertain	5	3
4) No answer or not applicable	6	5
(b) "Would the separation of the proposed Coliseum Complex from existing hotel-motel facilities rule out interest in its use?"		
1) Yes	9	9
2) No	9	10
3) Uncertain	11	10
4) No answer or not applicable	7	5
(c) "Do you use a rotation policy in selecting a city?"		
1) Yes	28	23
2) No	2	6
3) No answer or not applicable	6	5

Table A-1 EXISTING MOTEL-HOTEL FACILITIES IN EAST BAY AREA

<u>City</u>	<u>Motels (Units)</u>	<u>Hotels (Units)</u>	<u>Total (Units)</u>
Oakland	1097	1743	2840
Alameda	87	167	254
Berkeley	440	527	967
Hayward	158	--	158
San Leandro	<u>209</u>	<u>--</u>	<u>209</u>
Total	1991	2437	4428

Source: Oakland Chamber of Commerce; and Real Estate Research Corporation.

Table A-2, A-3

STANDINGS AT CLOSE OF SEASON
(1951-1962)

	62	61	60	59	58	57	56	55	54	53	52	51
American League Club												
New York	1	1	1	3	1	1	1	1	2	1	1	1
Minnesota	2	7	(Club's earlier record under Washington)									
Los Angeles	3	8	(First game played 1961)									
Detroit	4	2	6	4	5	4	5	5	5	6	8	5
Chicago	5	4	3	1	2	2	3	3	3	3	3	4
Cleveland	6	5	4	2	4	6	2	2	1	2	2	2
Baltimore a)	7	3	2	6	6	5	6	7	7	8	7	8
Boston	8	6	7	5	3	3	4	4	4	4	6	3
Kansas City b)	9	9*	8	7	7	7	8	6	8	7	4	6
Washington c)	10	9*	5	8	8	8	7	8	6	5	5	7
National League Club												
San Francisco d)	1	3	3	3	3	6	6	3	1	5	2	1
Los Angeles e)	2	2	4	1	7	3	1	1	2	1	1	2
Cincinnati	3	1	6	5*	4	4	3	5	5	6	6	6
Pittsburgh	4	6	1	4	2	7*	7	8	8	8	8	7
Milwaukee f)	5	4	2	2	1	1	2	2	3	2	7	4
St. Louis	6	5	4	7	5*	2	4	7	6	3*	3	3
Philadelphia	7	8	8	8	8	5	5	4	4	3*	4	5
Houston	8	(First game played 1962)										
Chicago	9	7	7	5*	5*	7*	8	6	7	7	5	8
New York	10	(First game played 1962)										

* Tied for position.

a) St. Louis Browns to 1953, inclusive

b) Philadelphia Athletics prior to 1955

c) In 1961, the "old" Washington Senators moved to Minnesota, to be succeeded in Washington by a "new" American League Club, retaining the Senators' name.

d) New York Giants prior to 1958

e) Brooklyn Dodgers prior to 1958

f) Boston Braves prior to 1953

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

Table A-4

AVERAGE ANNUAL ATTENDANCE OF MAJOR LEAGUE TEAMS
1946-1962

	1946-1962 Average	Average Before and After Relocation	
<u>American League</u>			
Baltimore	665,010*	*1946-1953	351,293 St. Louis
		*1954-1962	943,871 Baltimore
Boston	1,177,952		
Chicago	1,105,508		
Cleveland	1,298,780		
Detroit	1,327,186		
Kansas City	773,916*	*1946-1954	651,566 Philadelphia
		*1955-1962	911,560 Kansas City
Los Angeles (1961-62)	873,786		
Minnesota (1961-62)	1,344,919		
New York	1,770,607		
Washington	653,677		
<u>National League</u>			
Chicago	934,297		
Cincinnati	786,111		
Houston (1962 only)	924,456		
Los Angeles	1,551,974*	*1946-1957	1,304,470 Brooklyn
		*1958-1962	2,145,984 Los Angeles
Milwaukee	1,400,537*	*1946-1952	928,201 Boston
		*1953-1962	1,731,173 Milwaukee
New York (1962 only)	922,530		
Philadelphia	883,327		
Pittsburgh	1,051,308		
St. Louis	1,044,336		
San Francisco	1,182,289*	*1946-1957	1,052,127 New York
		*1958-1962	1,494,676 San Francisco

Source: The Sporting News Dope Book, 1963 edition; and Real Estate Research Corporation.

Table A-5

AMERICAN FOOTBALL LEAGUE TEAM HOME ATTENDANCE
1960-1962

Team	1960	1961	1962
Boston	118,260	116,510	150,626
Average	16,894	16,644	21,518
Buffalo	111,800	133,408	195,436
Average	15,971	19,058	27,922
Dallas*	171,500	123,000	155,409
Average	24,500	17,571	22,143
Denver	91,333	74,508	175,413
Average	13,048	10,644	25,059
Houston	140,137	197,016	200,285
Average	20,019	28,145	28,612
New York	114,628	106,619	95,217
Average	16,375	15,231	13,602
OAKLAND	69,122	53,582	76,593
Average	9,875	7,655	10,942
San Diego	110,376	195,014	153,947
Average	15,768	27,859	21,992

* Now Kansas City.

Championship Games:

1960	Los Angeles (San Diego) at Houston	32,184
1961	Houston at San Diego	29,556
1962	Dallas at Houston	37,981 (sellout)

Source: American Football League.

Table A-6

STADIUM RENTALS PER PAID ADMISSION, CONCESSION SALES AND
PARKING/ATTENDANCE RATIOS FOR SELECTED MAJOR
LEAGUE STADIUMS, 1962

Stadium	Per Capita Rentals		Per Capita Concession Sales		a)	Persons Per Parked Car	
	Baseball	Pro Football	Baseball	Pro Football		Baseball	Pro Football
San Francisco Candle- stick Park	11.4¢	None	n.a.	None		4.2	None
Baltimore Memorial Stadium	13.0¢	34.3¢	n.a.	n.a.		n.a.	n.a.
Milwaukee County Stadium	13.0¢	30.7¢	83.9¢	80.0¢		3.0	6.8
Minnesota Metropoli- tan Stadium	15.0¢	29.6¢	71¢	53¢		3.5	3.3
Washington, D.C. Stadium	22.2¢	28.0¢	n.a.	n.a.		n.a.	n.a.
Average Rentals for Above	14.9¢	30.6¢	-	-		-	-

n.a. - Means not available.

a) In Dodger Stadium in Los Angeles, a privately-owned stadium, the per capita concession spending is 67¢ for weekday games, and 84 ¢ for Sundays.

Source: Real Estate Research Corporation.

a) Excludes all operations of Stadium's ice rink.

b) Includes rentals from scoreboard and clock.

c) Includes such uses as amateur baseball, high school football, concerts, Boy Scout Junior Fair, Easter Sunrise services, and 4th of July fireworks.

Source: City of Baltimore Department of Recreation and Parks.

Table A-7

FINANCIAL PERFORMANCE OF BALTIMORE MEMORIAL STADIUM
1962

<u>Operating Revenues</u>	<u>1962</u>	<u>1962</u> <u>Attendance</u>
Stadium rent		
Baltimore Orioles (AL)	\$102,868	790,254
Baltimore Colts (NFL)	141,705	412,567
Other users ^{a)}	4,323	
Concessions ^{a)}	95,403	
Parking	33,147	
Sale of Utilities	19,145	
Office rent	3,445	
Advertising ^{b)}	21,500	
Other ^{c)}	58,562	
Total	\$449,863 ^{a)}	
<u>Operating Expenses</u>		
Management Expense	60,747	
Operating Expenses	162,530	
Stadium repairs	61,892	
Total	\$285,169 ^{a)}	
Net operating income (loss) before interest and depreciation	\$164,498	

a) Excludes all operations of Stadium's ice rink.

b) Includes rentals from scoreboard and clock.

c) Includes such user types as amateur baseball, high school football, concerts, Boy Scout Scout-o-Rama, Easter Sunrise services, and 4th of July Fireworks.

Source: City of Baltimore Department of Recreation and Parks.

Table A-8

**FINANCIAL PERFORMANCE OF MILWAUKEE COUNTY STADIUM
1961 and 1962**

<u>Operating Revenues</u>	<u>1961</u>	<u>1962</u>	<u>1962 Attendance</u>
Stadium rent			
Milwaukee Braves (NL)	\$137,095	\$99,910	766,921
Green Bay Packers (NFL)	51,486	56,248	183,241
Other a)	11,959	13,625	
	<u>200,540</u>	<u>169,783</u>	
Concessions	154,093	120,454	
Parking	149,764	120,429	
Other	<u>35,893</u>	<u>30,426</u>	
Total	\$540,290	\$441,092	
<u>Operating Expenses</u>			
Salaries & Wages	87,141	86,517	
Parking	75,797	58,589	
Repairs & Maintenance	94,222	88,482	
Other	<u>73,448</u>	<u>70,379</u>	
Total	\$330,608	\$303,967	
<u>Net operating income (loss) before interest and depreciation</u>	\$209,682	\$137,126	

a) Stadium rentals include income from Jehovah's Witnesses Convention, Grand Ole Opry, occasional semi-pro baseball, wrestling and variety shows.

Source: Milwaukee County Stadium Manager's Office.

Table A-9

FINANCIAL PERFORMANCE OF METROPOLITAN STADIUM IN
MINNEAPOLIS - ST. PAUL
1961 and 1962

<u>Operating Revenues</u>	<u>1961</u>	<u>1962</u>	<u>1962 Attendance</u>
Stadium rent			
Minnesota Twins (AL)	\$ 184,007	\$ 214,446	1,433,116
Minnesota Vikings (NFL)	79,261	69,394	234,401
Other	2,750	2,376	
Concessions	100,841	121,300	
Parking	234,809	382,842	
Stadium Club rent	120	12,500	
Other revenues (a)	3,482	2,876	
Total	<u>\$ 605,270</u>	<u>\$ 805,734</u>	
<u>Operating Expenses</u>			
Personal services	93,496	133,286	
Contractual services	147,224	141,561	
Materials & supplies	24,088	25,280	
Other current charges	30,698	22,719	
Total	<u>\$ 295,506</u>	<u>\$ 322,846</u>	
<u>Net operating income (loss) before interest and depreciation</u>	<u>\$ 309,764</u>	<u>\$ 482,888</u>	

(a) Stadium rentals include income from auto races, musical events, and Boy Scout activities.

Source: Office of Coordinator, City of Minneapolis.

Table A-10

FINANCIAL PERFORMANCE OF D.C. STADIUM IN WASHINGTON, D.C.
1962

<u>Operating Revenues</u>	<u>1962 Revenue</u>	<u>1962 Attendance</u>
Stadium rent		
Washington Senators (AL)	\$162,469	729,775
Washington Redskins (NFL)	81,226	290,000
Geo. Washington University (2500 per game)	10,000	
Other ¹⁾	36,729	
Total	<u>290,424</u>	
Rental service	8,627	
Food Concessions	151,025	
Parking	180,384	
Advertising income	59,117	
Telephone Commission income	524	
Total	<u>\$ 690,100</u>	
<u>Operating Expenses</u>		
Salaries & service	\$163,831	
Administrative expense	19,748	
Stadium operating expense	252,659	
Parking	58,609	
Total	<u>\$ 494,847</u>	
<u>Net Operating income (loss) before interest and depreciation</u>	<u>\$195,253</u>	

1) Stadium rentals include income from wrestling, Boy Scout circus, etc.

Source: District of Columbia Armory Board.

Table A-II

OPERATING PERFORMANCE OF STADIUM CLUB AT MINNESOTA'S
METROPOLITAN STADIUM
1961-1962

Revenue	1961	1962
Membership @ \$35 (1961) and \$62.50 (1962)	\$31,500	\$59,962
Less Federal taxes	2,754	9,994
Net membership	\$28,746	\$49,968
Sales	76,254	119,000
Total revenue	\$ 105,000	\$168,968
Expenses		
Cost of merchandise sold	\$20,834	32,000
Salaries and wages	35,680	78,027
Taxes	2,340	(a)
Promotion and advertising	2,093	(a)
Supplies	2,668	(a)
Other	4,215	2,804
Total expenses	67,830	112,821
Net profit before depreciation and rent	\$36,861	\$56,147

a) Lumped in the \$78,027 figure listed for wages and salaries.

Source: Office of Coordinator, City of Minneapolis.

Table A-12

LEASE TERMS AT LOS ANGELES COLISEUM

<u>Activity</u>	<u>Percentage Lease</u>
Football	
College (USC & UCLA)	10% of gross (add 10% of net TV receipts from local telecasts)
High school	10%
Professional (Rams)	10%
College track	10% of net after deduction of all operating costs
Soccer	10%
Other events	
American Legion Fireworks	10%
Sheriff's Rodeo	10%
Mary's Hour (religious)	None
Concessions	31.5% excluding sales tax on taxable items.

All activities are on a percentage lease basis; there is no minimum rental arrangement.

Source: Los Angeles Memorial Coliseum.

Table A-13

LEASE TERMS AT LOS ANGELES MEMORIAL SPORTS ARENA

<u>Activity</u>	<u>Percentage Lease</u>
College basketball	15% of gross
Professional basketball	20%
Exhibition basketball (Globetrotters)	20%
Professional ice hockey	20%
Boxing	10% (less boxing & wrestling fund).
Indoor track	15%
Circus	20%
Ice shows (Ice capades)	20%
Dances	20%
Trade shows & conventions	
a) if adm. charged	20% of daily gross
b) if no adm. charged	None
Concessions	35.25% of gross

Minimum rental is \$1,500 for all activities except college football, for which there is no rental; and Trade Shows and Conventions if no admission is charged, when minimum rental is \$3,000.

Source: Los Angeles Memorial Coliseum Commission.

Table A-14

PRIVATE AUTOMOBILE PARKING AT CANDLESTICK PER HOME
PLAYING DATE DURING SAN FRANCISCO GIANTS'
1962 SEASON (a)

(Average Cars parked per game: 4,341)

<u>Number of Cars</u>	<u>Number of games</u>	<u>Percent</u>
7-7999	14	18.0%
6-6999	6	7.7
5-5999	10	12.8
4-4999	5	6.4
3-3999	18	23.1
2-2999	16	20.5
1-1999	9	11.5
Total	78 (b)	100.0%

a) 236 Season parking tickets not included.

b) Regular season plus National League playoff game with Los Angeles Dodgers. Includes one game which was rained out. Paid car parking for the 4 games of the World Series averaged 8,075.

Table A-15

BUS PARKING AT CANDLESTICK PER HOME PLAYING DATE DURING
SAN FRANCISCO GIANTS' 1962 SEASON.

(Average buses per game: 49)

<u>Number of Buses</u>	<u>Number of Games</u>	<u>Percent</u>
200-225	1	1.3%
175-199	2	2.6
150-174	1	1.3
125-149	1	1.3
100-124	3	3.9
75 - 99	7	8.9
50 - 74	18	23.1
25 - 49	14	17.9
Under 25	31	39.7
Total	78 (a)	100.0%

a) Regular season plus National League playoff games with Los Angeles Dodgers. Includes one game which was rained out. Average for the 4 games of the World Series was 56 per game.

Source: City and County of San Francisco and Real Estate Research Corporation

Table A-16

ANTICIPATED ARENA BUILDING RENTALS
(THIRD YEAR OF OPERATION)

Arena Activity	Event Days		Total Attendance	Average Net Ticket	Rental Fees per Event Day		Total Arena Building Rentals
	Public Days	Set-Up Tear Down		Price per Commercial Events ^{a)}	Public Days	Set-Up Tear Down	
Sports Events							
Ice hockey							
Professional	35	-	140,000	2.70	10%		\$37,800
Amateur	6	-	6,000	*	\$400		2,400
Public skating	50	-	15,000	*	\$100		5,000
Basketball							
Professional	10	-	60,000	2.25	10%		13,500
College (regular & tournaments)	15	-	67,500	1.80	10%		12,150
High School (tournaments)	4	-	40,000	*	\$400		1,600
Exhibition (Globetrotters, etc.)	2	-	18,000	2.25	10%		4,050
Boxing	4	-	16,000	2.50	10%		4,000
Wrestling	4	-	24,000	2.00	10%		4,800
Roller derby	6	-	24,000	2.25	10%		5,400
Indoor track	2	2	20,000	3.15	10%	\$250	6,800
Professional tennis	2	-	8,000	2.70	10%		2,160
Horse and equestrian shows	2	2	8,000	2.50	10%	\$200	2,400
			446,500				\$ 102,060
Spectaculars							
Ice shows	12	2	72,000	2.80	10%	\$250	20,660
Circus	10	2	65,000	2.00	10%	\$250	13,500
Rodeo	2	2	15,000	2.80	10%	\$250	4,700
Boy Scout-O-Rama, etc.	2	2	10,000	*	\$400	\$200	1,200
Pageants	4	-	26,000	*	\$500		2,000
Variety shows	10	-	60,000	3.00	10%		18,000
			248,000				60,060
Exhibit-Type Shows							
Consumer shows	20	4	150,000	*	\$500	\$250	11,000
Trade shows	8	4	36,000	*	\$500	\$250	5,000
			186,000				16,000

(Continued)

Table A-16 (Continued)

Arena Activity	Event Days		Total Attendance	Average Net Ticket	Rental Fees per Event Day		Total Arena Building Rentals
	Public Days	Set-Up Tear Down		Price per Commercial Events ^{a)}	Public Days	Set-Up Tear Down	
Other Shows							
Dog and cat shows	3	2	12,000	*	\$500	\$250	\$ 2,000
Fashion shows	1	1	5,000	*	\$500	\$250	750
Miscellaneous	4	2	16,000	*	\$500	\$250	2,500
			33,000				\$ 5,250
Community Service Events							
Religious convocations	5	-	40,000	*	\$400	--	2,000
Political meetings	2	-	10,000	*	\$400	--	800
School assemblies and graduation exercises	4	-	40,000	*	\$400	--	1,600
Other ceremonies	3	-	9,000	*	\$400	--	1,200
Banquets	3	-	7,500	*	\$400	--	1,200
Dances	6	-	24,000	*	\$400	--	2,400
Business dealer meetings	2	-	2,000	*	\$500	--	1,000
			132,500				10,200
Conventions	10	-	35,000	*	\$400		4,000
			35,000				4,000
TOTAL	253	25	1,081,000				\$ 197,650

a) These are ticket prices less federal admissions tax.

* These lessees are considered non-commercial users. Their rental is based on a flat fee basis per event. The exception is public skating. For the latter it is assumed that \$100 per day would be a fair fixed rental.

Source: Real Estate Research Corporation.

Table A-17

ESTIMATED CONCESSION REVENUE TO COLISEUM, INC.
DURING THIRD YEAR OF OPERATION OF ARENA AND EXHIBIT HALL

I. Per Capita Expenditure by Type of Arena Event

Sports attractions, except boxing and wrestling	\$.40
Boxing and wrestling	.60
Ice shows, circus, rodeos	.40
Boy Scout spectaculars	.50
Pageants	.10
Variety shows	.35
Consumer, trade, or exhibit shows	.30
Miscellaneous shows	.10
Community service-type events	.10
Dances	.75 ^(a)
Conventions	.80 ^(b)

II. Gross Concession Sales

\$535,500^(b)

III. Potential Concession Revenue to Coliseum, Inc. from Selected Concession Lease Rates

1) Assuming present contractual terms in effect at Oakland Auditorium: \$10,000 plus 26% of gross sales	<u>\$149,200</u>
2) Assuming Los Angeles Sports Arena rental terms of 35.25%	<u>\$188,800</u>
3) Assuming San Francisco Cow Palace rental terms of 28%	<u>\$149,900</u>

a) This is the average per capita expenditure by a visitor for the entire convention period at the Coliseum.

b) This figure has been computed by multiplying attendance times average per capita expenditure per event.

Source: Real Estate Research Corporation

Table A-18 LEASE TERMS OPERATIVE IN SELECTED MAJOR ARENA FACILITIES

Facility	Rentals		
	Percentage Lease	Minimum	Concessions
<u>Oakland Auditorium:</u>			
Arena	7 1/2% for athletic events	\$400	\$10,000 base rental plus 26% of gross receipts
Exposition Hall	"	\$300	"
Theater	"	\$125	"
<u>San Francisco Cow Palace</u>	Commercial - 10% Noncommercial - n.a.*	\$900-\$1500 Depending on Event	28% of gross receipts
<u>Spokane Coliseum</u>	Commercial - 10% ^a Noncommercial - no %; flat rate only	\$500 \$400, plus incidentals ^b	City operates own concessions. Parking - \$.25 charge per car.
<u>Portland Memorial Coliseum</u>	Commercial - 10% Noncommercial - n.a.*	\$750	n.a.
<u>Long Beach Arena</u>	Commercial - 10% Noncommercial - no %; flat rate only	\$800 ^c none ^c	35.5% of gross receipts. City operates its own parking: \$.35 day/ \$.50 night
<u>Richmond (Calif.) Memorial Auditorium</u>	Commercial - 10%, but not over \$400 Noncommercial - no %; flat rate only.	\$125 \$125	25% of gross receipts. Free parking
<u>Bakersfield Civic Auditorium</u>	Commercial - 10% Noncommercial: if adm. charged - 20% discount if no adm. - 40% if considered a public benefit, facility is given free.	\$300	39% ^d City operates own parking: \$.25 charge per car
<u>Seattle Center (Arena unit)</u>	Varied rate schedule: Commercial - gen'l: 6% of gross Pro ice hockey: 15% " " Amateur hockey: 25% " " Ice shows: 11% " " Exhibits, trade shows - none Other athletic events - 10% Noncommercial - Free admission - none	\$500 \$450 \$350 \$500 per perf. \$300 per day \$400 \$400	15% - general use 12% - on banquets City operates own parking: \$.75 charge per car

*n.a. - not available.

^aIf lessee contracts for at least 20 event days, a flat rate of \$500 per day is charged.^bHigh school tripleheaders are charged \$600 flat rate.^cReimbursable charges only.^dLessor provides all equipment.

Source: Real Estate Research Corporation.

Table A-19

OPERATING EXPERIENCE OF SELECTED WEST COAST ARENA FACILITIES

Facility	Year Opened	Arena & Exhibit Facilities	Event Days	Operating Expenses			Principal Uses to Date
				Revenue	Expense	Profit (loss)	
Bakersfield Civic Auditorium	Nov. 1962	Arena - 3,200 seats Concert Hall - 3,250 seats Meeting rooms: 2 rooms - 300 seats 2 rooms - 75 seats 2 rooms - 35 seats	Fiscal 1963 177 days	Fiscal Year 1963 \$279,000 \$305,000 (\$ 26,000)			Indoor auto races, ice hockey, boxing, roller derby, public skating, dinners, dances, conventions, variety shows, circuses.
Los Angeles Sports Arena	1959	Arena - 16,371 seats Permanent - 12,371 seats Portable - 4,000 seats Exhibit Area - 195,000 s/f Main Area - 110,000 s/f Other - 85,000 s/f Portable stage, basketball floor, and running track Parking - 6,000 cars	Fiscal 1962 198 days plus 39 move-in, move-out days	Fiscal Year 1962 \$742,239 \$420,074 \$322,165			Pro and college basketball, pro ice hockey, ice shows, circus, trade and consumer shows, indoor track, meetings.
Portland Memorial Coliseum	1960	Arena - 13,000 seats Permanent - 9,000 seats Portable - 4,000 seats Exhibit Area - 135,000 s/f Exhibit Hall - 52,650 s/f Other Areas - 82,350 s/f Meeting Rooms: Assembly room - 1,100 seats 7 additional rooms (sizes: 370 seats, 320, 240, 220, 180, 170, & 120) Parking - 2,000 cars	Fiscal 1963 n.a.	Fiscal Year 1962 \$530,315 \$319,459 \$210,856			Pro ice hockey, public skating, indoor track, basketball, ice shows.
San Francisco Cow Palace	1941	Arena - 17,771 seats Permanent - 10,889 Exhibit Area: So. Exhibit Hall - 49,000 s/f No. Exhibit Hall - 49,000 s/f Arena floor - 30,100 s/f Other - 6 areas containing 21,140 s/f each Parking - 6,500 cars	Fiscal 1963 180	n.a.			Annual Grand National Livestock Exposition, Grand National Junior Livestock Exposition, pro ice hockey, pro basketball, trade and consumer shows, ice shows, conventions and conclaves, horse shows.

(Continued)

Table A-19 (Continued)

Facility	Year Opened	Arena & Exhibit Facilities	Event Days	Operating Expenses			Principal Uses to Date
				Revenue	Expense	Profit (loss)	
Spokane Coliseum	1954	Arena - 8,500 seats Permanent - 5,000 seats Portable - 3,500 seats Exhibit Area - 55,000 s/f Meeting rooms - 16 small rooms Parking - 1,500 cars	254 plus 7 move-in, move-out days	Calendar Year 1962 \$346,000 \$289,000 \$57,000			Pro ice hockey, basketball, boxing, wrestling, ice shows, circuses, trade shows, conventions, public ice skating.
Seattle Center	Oct. 1962 ^a	Coliseum - World's Fair facility to be converted in late 1963 to 15,000 seat facility. Arena - 6,500 seats Permanent - 4,650 seats Portable - 1,850 seats Exhibit Area - 110,000 s/f Parking - 1,500-car covered garage	n.a.	(no full year's experience)			(No activities to date) Pro ice hockey, ice shows.
Long Beach Arena	Aug. 1962	Arena - 15,000 seats Exhibit Area - 50,000 s/f	185 plus 26 move-in, move-out days	\$300,000	\$298,000	\$ 2,000	n.a.
Las Vegas Convention Center	1959	Arena Area - 8,500 seats Permanent - 4,500 seats Portable - 4,000 seats Exhibit Area - 119,000 s/f Meeting rooms - 22 rooms Parking - 5,000 cars	n.a.	n.a.			Conventions, trade shows, boxing.
Richmond (Calif.) Memorial Auditorium	1951	Arena - 3,756 seats Permanent - 2,224 seats Portable - 1,532 seats Parking - 800 cars	150	Fiscal Year 1962-63 \$ 44,000 \$ 74,000 (\$ 30,000)			Wrestling, roller derby, religious groups, square dancing.

n.a. - not available.

^aDate facility released from Century 21 Fair's use.

Source: Real Estate Research Corporation.

Table A-20

PHYSICAL AND OPERATIONAL FEATURES OF SELECTED PUBLICLY-OWNED MAJOR LEAGUE STADIUMS

Stadium	Year First Game Played	Site (Acres)	Parking (No. of Spaces)	Baseball Seating	Baseball Seating Plan (Ticket Prices)					Parking Charge	Total Annual Stadium Event Days
					Box	Deluxe	Reserved	Genl. Adm.	Bleacher		
Candlestick Park, S.F.	1960	77.4	8,200	42,500	11,640 (\$3.50)	504 (\$6.60)	21,840 (\$2.50)	6,369 (\$1.50)	2,200 (\$.90)	Car-\$.75 Bus-\$4.00	85
Washington D.C. Stadium	1962	180	9,300	45,000	3,533 (\$3.00)	1,379 (\$3.50)	14,500 (\$2.50)	25,612 (\$1.50)	-	Car-\$1.00 \$.75 & \$.50	95
Minneapolis Metropolitan Stadium	1961	156	14-15,000	40,800	14,020 (\$3.00)	-	12,778 (\$2.50)	13,002 (\$1.50)	-	Car-\$.75 Bus-\$3.00	90
Baltimore Memorial Stadium	1954	-	4- 5,000	49,373	n.a.	-	n.a.	n.a.	n.a.	Car-\$.50	99 ^a
Milwaukee County Stadium	1953	134	12,000	44,613	8,116 (\$3.10)	-	23,968 (\$2.65)	4,299 (\$1.55)	8,453 (\$.75 & .50)	Car-\$.25	98
Harris County Domed Stadium	est. 1964	230	20,000	46,216	n.a. (\$3.50)	-	n.a. (\$2.50)	n.a. (\$1.50)	-	Car-\$.50	-
N.Y.'s William Shea Stadium	est. 1964	63.5	7,000	55,000	7,848 (\$3.50)	-	n.a. (\$2.50)	n.a. (\$1.30)	n.a. (\$.75)	Car-\$1.00	-
Pittsburgh's proposed stadium	est. 1967	n.a.	n.a.	55,000	n.a.	-	n.a.	n.a.	n.a.	n.a.	-

^aAnnual average for period, 1954-1962.

^bExclusive of land costs.

Source: Field survey by Real Estate Research Corporation.

**SAN FRANCISCO**

315 Montgomery St. (zone 4)

YUkon 1-5930

LOS ANGELES

Stock Exchange Bldg

618 S. Spring St. (zone 14)

MAdison 7-6785

CHICAGO

73 W. Monroe St. (zone 3)

FInancial 6-5885

WASHINGTON, D. C.

1120 Connecticut Ave. N.W. (zone 6)

FEderal 8-6183

DALLAS

Fidelity Union Tower

1507 Pacific Avenue (zone 1)

Rlverside 8-7018

MINNEAPOLIS-ST. PAUL

275 E. 4th St. (St. Paul 1)

CApital 4-5351

OMAHA

Farm Credit Bldg.

206 S. 19th St. (zone 2)

342-0054

ST. LOUIS

411 North Seventh Street

GARfield 1-0126